



# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CL, No. 2

NEW YORK, JANUARY 9, 1930

10c A COPY

## THE BUSINESS OF BUILDING MEN

IN SCRANTON, Pennsylvania, is an institution so important to the public, so far-reaching in its influence, that it merits rank as one of the big businesses of America. » Its raw material is that great body of people who have been denied a complete education, or who need a knowledge of special subjects to give them a better mastery of their work. Its products are *trained men*, soundly, thoroughly taught. » The success of the International Correspondence Schools—as of every business which holds the foremost place in its field over a long period—is based on sincerity of purpose, on standards of service constantly maintained. » For thirty of the thirty-nine years since this largest of all educational institutions was founded, we have shared in its development. Through consistent advertising we have helped to bring millions of people in touch with its broad range of courses. Taking part in this work is a constant satisfaction. Among the world's businesses none deserves greater honor than the Business of Building Men.

**N. W. AYER & SON, INCORPORATED**  
ADVERTISING HEADQUARTERS  
WASHINGTON SQUARE, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

DETROIT

LONDON, ENGLAND

# RED OWL turns to STANDARD FARM PAPERS as "Newspapers" to reach AGROPOLIS folks

"THE chain store method of merchandising works just as well in the small town and rural community as in the city," says G. A. Nichols in *Printers' Ink*, December 26th, 1929. Red Owl Stores, Inc., has proved this.

"As the chain expanded . . . it turned to the farm papers. And now there is to be seen the most unusual spectacle of full page farm paper advertisements offering specific merchandise and naming prices . . . using the same advertising methods as it would if the entire 200 stores were grouped in a single metropolitan trading area."

And right there is the big idea!

Folks in AGROPOLIS, rich rural America, respond to advertising in Standard Farm Papers because these farm papers are "newspapers" for AGROPOLIS folks. These papers are read from cover to cover. They are the buying guide for 2,000,000 prosperous farm families.

And folks in AGROPOLIS buy the things you buy, ride in cars like yours. Favorite brands line their pantry shelves. You can sell the cream of this market through the Standard Farm Papers.

---

*Your sales problem is national—but your dealer's is always local—  
The Standard Farm Papers meet both!*

The Nebraska Farmer  
Wallaces' Farmer  
Prairie Farmer  
The Farmer-Farm Stock, & Home,  
St. Paul

The Progressive Farmer  
Hoard's Dairyman  
Breeder's Gazette  
The American Agriculturist

## The STANDARD FARM PAPER UNIT

*One order—one billing*

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue

CHICAGO—C. L. Burlingham, Western Manager, 307 North Michigan Avenue

SAN FRANCISCO—1112 Hearst Building

---

Issued  
Publish  
June 2  
Vol.

M

He F

EAL  
J  
& Co  
young  
Holds  
about  
of  
"Mod  
publi  
its ki  
Pre

those  
Bates  
were  
busin  
tical  
might  
ing.  
tising  
to de  
ganiz  
especi  
an ac  
this a  
used  
tution  
to inc  
tising

Abc  
exhau  
10,000  
posed  
and m  
to wh  
revisio  
of th  
almost  
The  
but th  
fied an  
essary  
new



# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

Vol. CL

NEW YORK, JANUARY 9, 1930

No. 2

## Mr. Calkins Looks Back Twenty-five Years at Advertising

He Finds That Advertising Has Improved Much During Those Years

By Earnest Elmo Calkins

President, Calkins & Holden, Inc.

**E**ARLY in 1904, Rutger Jewett, of D. Appleton & Company, asked the then young firm of Calkins & Holden to write a book about advertising. In April, of the following year, "Modern Advertising" was published, the first work of its kind.

Previous books, notably those of Charles Austin Bates and Nathaniel Fowler, were addressed to the small business man and gave practical suggestions on how he might do his own advertising. But "Modern Advertising" was the first attempt to describe the whole organization of advertising, especially the workings of an advertising agency. On this account, it was much used as a text-book by institutions which were beginning to include a course in advertising as a part of their curriculum.

About ten years later, having exhausted its modest edition of 10,000 copies, the publishers proposed to bring out a new edition and made the customary inquiry as to whether we cared to make any revision. A very hasty inspection of the book showed that it was almost completely out of date. The principles had not changed, but the practices had been diversified and improved until it was necessary to write an almost entirely new book, christened "The Business of Advertising" and published in 1915. The editor of PRINTERS' INK, while going over his files recently and rereading the review of the book, was reminded of these things and wondered what changes I would find since 1905.

The most striking thing about the world of advertising in 1905 was its smallness. Advertising mediums were fewer, their circulations smaller, the cost of space less, appropriations limited, and the number of advertisers a fraction of today's. There were not

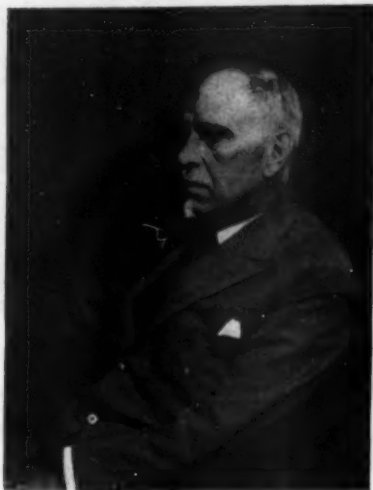


Table of Contents on page 214

so many agencies. The total billing was so small beside today's figures that a mere comparison of volume suggests an amazing growth apart from any other improvement or advancement. Five hundred thousand was a big circulation; a hundred thousand dollars a large appropriation. A dollar and a half was about the average line rate for all the leading magazines. That one advertising agency was said to have a billing of nearly three million dollars a year was uttered with bated breath and a note of incredulity. There is no record of the exact number of agents, but in 1904 Charles H. Taylor, of the *Boston Globe*, had a list of 200.

Magazines were the principal national mediums. Newspapers still depended more on local, than on foreign, advertising. Magazines were prompter in organizing to serve the agencies and their clients. The increasing use of

newspapers for national advertising has been a feature of the last twenty-five years.

Among the magazines, *McClure's* and *Munsey's* were leaders, but were being rapidly overtaken by *The Saturday Evening Post*. *McClure's* had 400,000 circulation, the *Post* 750,000. 1905 was the year of Tom Lawson and Frenziel Finance, when *Everybody's* made its spectacular rise to a new high for all time and demanded the unprecedented price of \$500 a page.

Familiar names and faces were Curtis Brady for *McClure's*; Herbert Houston, *World's Work*; George Hazen, *Century*; Roland Mix, *Scribner's*; Keith Evans, *Woman's Home Companion*; Bob Frothingham, *Everybody's*; E. D. Spalding, *Ladies' Home Journal*; James Rogers, *Harpers*, and Conde Nast, *Collier's*. Thomas Balmer was going about the country for the Butterick Trio, his white

By an interesting coincidence, **PRINTERS' INK** listed the lineage of the leading monthly magazines in its January 4, 1905, issue, exactly as it does today. It is instructive to compare some of these periodicals as to gain in twenty-five years, but it should be borne in mind that if the cost of space were given the spread would be greater. The total net revenue for thirty-one publications in November, 1904, was \$1,005,587.48. The volume for *Woman's Home Companion* alone for February, 1930, is a million dollars.

Magazine	January, 1905		December, 1929	
	Pages	Lines	Pages	Lines
Everybody's	127	28,956		
Country Life (cols.)	138	25,777	118	79,371
McClure's	108	24,624		
Munsey's	105	24,436	17	3,696
Harpers	101	23,108	157	35,224
Scribner's	90	20,972	85	19,148
Century	86	19,608		
World's Work	77	18,032	69	29,601
National Magazine	78	17,898		
Booklovers	72	16,648		
Cosmopolitan	72	16,530	90	38,626
Leslie's Monthly	66	15,048		
Metropolitan	64	14,848		
Success (cols.)	82	14,184		
Four Track News	63	14,112		
Red Book	58	13,224	46	19,924
Ladies' Home Journal (cols.)	66	13,200	114	77,180
Delineator (cols.)	90	12,078	43	29,130
Woman's Home Companion (cols.)	59	11,860	76	51,807
Outing	50	11,616		
Ainslee's	49	11,564		
Good Housekeeping	50	11,400	154	66,272
The World Today	49	11,368		
Pearson's	44	10,120		
Harper's Bazaar	44	10,030	125	83,973
Ladies' World (cols.)	49	9,800		
Lippincott's	40	9,200		
Argosy	38	8,740		
Reader Magazine	37	8,584		
Strand	31	7,490		
Smart Set	29	6,612		
Designer (cols.)	40	5,398		
Bookman	22	5,040	27	6,110

WE  
boy.  
he's  
mark  
you  
more  
read  
and Y  
are  
older  
men  
All  
the p  
fluen  
gress  
izing  
in fa  
cils.  
feld  
tive  
cates  
all m

advertis-  
the last

cClure's  
ers, but  
aken by  
st. Mc-  
tion, the  
he year  
ized Fi-  
made its  
nigh for  
unprece-  
e.

es were  
s; Her-  
Work;  
Roland  
Evans,  
n; Bob  
E. D.  
ournal;  
d Condé  
Balmer  
try for  
white

leading  
y. It is  
re years,  
e spread  
Novem-  
on alone

er, 1929  
Lines

79,371

3,696  
35,224  
19,148

29,601

38,626

19,924  
77,180  
29,130  
51,807

66,272

83,973

6,110

## BY WAY OF TESTIMONY



WE SHOW you a picture of a boy. Regard him carefully, for he's typical of the high-school market—the market we offer you under one cover. Of the more than 700,000 boys who read the merged **AMERICAN BOY** and **YOUTH'S COMPANION**, 85% are of high-school age and older. Man-sized, man-minded, men in everything but years.

All kinds of merchandise feel the pressure of his buying influence. More and more, progressive manufacturers are realizing what a big stick he swings in family buying councils. In the automotive field alone, a conservative market survey indicates that over 50% of all motor-cars today are

chosen, not by heads of families who pay the bills, but by youngsters under twenty-one. Hence the following automotive manufacturers are advertising directly to him, in the one magazine he calls his own:

Buick  
Cadillac-LaSalle  
Chevrolet  
Chrysler Motors  
Ford  
Graham-Paige  
Hupmobile

Marmon  
Oldsmobile  
Champion  
Spark Plugs  
Dunlop Tires  
Ethyl Gasoline  
Fisher Body

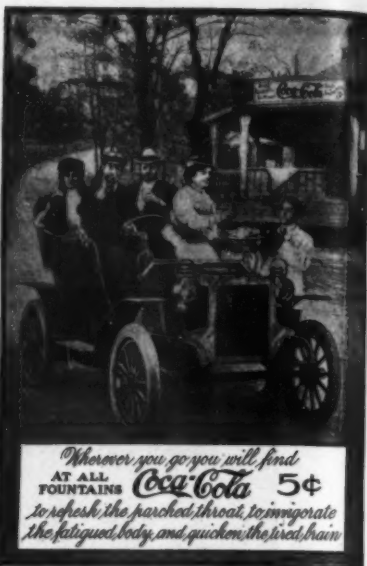
Forms for the April issue close February 10th.

The **YOUTH'S COMPANION** combined with  
**American Boy** Founded 1827  
Detroit Michigan

whiskers whistling in the wind, putting the fear of God into timid advertisers, and Uncle Henry Wilson was a welcome visitor from John Brisben Walker's *Cosmopolitan* with his white goatee and his homely philosophy.

George P. Rowell was writing his "Forty Years an Advertising Agent," one of the best histories ever penned. Ralph Tilton, the most picturesque figure in the world of advertising, who went from the Encyclopedia Britannica to Force Food, and from there to the Butterick Trio, had just been made advertising manager of the Butterick Trio, vice Thomas Balmer, who resigned to become advertising manager of Barron Collier's Street Railway Advertising Company. George H. Powell was using large space in leading magazines to promote one of the earliest of the correspondence schools of advertising, and Samuel Hopkins Adams was following the crusade of Edward Bok and making tremendous attacks on the patent medicine business in *Collier's Weekly*.

Some idea of the passing of the years may be gained from a glance at what the men who are today on the firing line were doing then. John Hawley had just been made one of three vice-presidents of the Frank Presbrey agency, the other two being Harry Porter and O. G. Blackman, and William Johns reached the same position with the George Batten Company in 1904. A. W. Erickson was setting his agency on its feet, Roy Durstine was at school at Amherst, and Stanley Resor was working for Procter & Gamble in Cincinnati; Stanley Latschaw was selling space in a long list of trade papers, and Kenneth Fraser was working for John Lee Mahin. Most of the men who are today in the forefront of agency work were in school in 1905.



Coca-Cola Was a Full-Page Advertiser in "Good Housekeeping" in 1905—When You Could Stop at a Roadside Stand without Causing a Traffic Jam

Newspaper advertising was still placed on the trial and error plan. Most accounts were split, the magazines through an agency, the newspapers direct. H-O retained Willard Everett, a past master in jockeying for rates in newspapers. He knew to a hair's breadth the lowest amount a publisher would accept for his space. Cluett-Peabody placed its magazine stuff through a full-commission agency at 10 per cent, and its newspaper advertising through a cut-rate at 2 per cent. The Curtis Publishing Company had taken a strong stand on splitting commissions and was whipping other magazines into line.

Units of space were uniformly small. A standard-size magazine page was big space. *The Saturday Evening Post* ran to quarter pages with many eighths, sixteenths and less. A full page in the *Post* was a rarity, usually the house's own advertising, but there were occa-

(Continued on page 156)



Meet Raymond Link, of Eldora, Iowa, who earns \$20 a month delivering *The Des Moines Register and Tribune*

2,974 Iowa

school boys and girls earn half a million dollars annually. . . .

The astounding total of \$466,078 will be the 1929 earnings of 2,875 Iowa school boys and 99 Iowa school girls from their *Des Moines Register and Tribune* routes. By the last of December that sum will have been actually pocketed, put into savings funds or turned to personal uses by this army of *Register and Tribune* carriers who have routes in *Des Moines* and 851 other Iowa cities and towns.

The *Des Moines Register and Tribune* carrier delivery system, though managed by skilled men, is handled directly by school boys and girls. Each carrier of these 2,974 serves from 10 to 150 subscribers.

Throughout the greater part of the state of Iowa, The *Des Moines Register and Tribune* is the leading daily newspaper . . . the backbone of a successful advertising campaign in Iowa. Circulation exceeds 230,000 daily.

*The Des Moines  
Register and Tribune*

---

# 3 *more offices*

**INDIA • BOMBAY** . . . India's great cities—Calcutta, Bombay, Madras, Delhi—buy Western products. Latest available figures, for example, show India spending over 37 million dollars annually for automotive vehicles, and over 19 million dollars annually for electrical machinery. To serve our clients in this growing market, the J. Walter Thompson Company now has a Bombay office—a complete local advertising agency, not a mere placing service.

**AUSTRALIA • SYDNEY** . . . Wool, gold, wheat, lead, cattle make Australia one of the wealthiest of world markets. Over 53% of Australia's purchasing power and population is concentrated in six cities—a unique strategic advantage to American exporters served by the complete branch office of the J. Walter Thompson Company in Sydney.

**CANADA • MONTREAL** . . . Leading all foreign countries in imports from the United States, Canada offers steadily growing opportunities to American manufacturers. Export sales of a single line of toilet preparations, for example, increased 21% during 1929. In busy Montreal, J. Walter Thompson marketing and advertising service is now available through a completely equipped main office.

---

# Bombay

# Sydney

# Montreal

Each of these new offices is operated under the supervision of American-trained executives assisted by native personnel. Each is an integral part of the J. Walter Thompson Company's world organization, with five strategically located offices in the United States and fifteen main offices and ten sub-offices abroad, covering fifty-eight nations.

## J. Walter Thompson Company

New York, Chicago, Boston, Cincinnati, San Francisco •  
Montreal, Canada • London, Paris, Berlin, Copenhagen,  
Madrid, Stockholm, Antwerp, Warsaw • Alexandria,  
Egypt; Port Elizabeth, South Africa • Bombay, India •  
Buenos Aires, Argentina; Sao Paulo, Brazil • Sydney,  
Australia • Latin-American and Far Eastern Division

# Eliminating the Medical Quack from Radio Advertising

New York Department of Health Takes Initiative in Driving Fake Cure Advertising from the Air

RADIO listeners who take pleasure in twirling their dials toward the lower numbers have long been conscious of the fact that the medical quack, who has been driven from the advertising columns of reputable publications, has found a pleasant resting place in the broadcasting studio. Recently the volume of quackery over the air has grown to such an alarming extent that health authorities throughout the country have seen the necessity of stifling this pernicious form of advertising.

In New York City the quack has been flourishing. In one instance, at least, he performed the apparent miracle of having a man, dead for two years, deliver weekly addresses. This is just one example of the type of activity being carried on by former medicine show men, fake doctors and others who have been offering worthless devices as cure-alls.

Dr. Shirley W. Wynne, Commissioner of Health of the City of New York, recently took the initiative in a drive against the quacks. Calling to the attention of the public the great volume of fake advertising which was being carried into the home over the air waves, he brought together representatives of the American Association of Broadcasters, the National Better Business Bureau and the American Association of Advertising Agencies to discuss methods of eliminating dangerous medical advertising. This conference, held last week, resulted in a definite pledge on the part of those present to support Dr. Wynne in his efforts to save the people from fake medicines and medical devices.

At the present time, according to an official of the Health Department of the City of New York, there are probably only thirty or forty quacks seeking to use the air to tell their story. This compara-

tively small number, however, are spending a great deal of money and are meeting with some success. The official pointed out that there is something very effective in the ingratiating health talks delivered over the air by gentlemen who use cultivated voices and do not hesitate to employ high-sounding medical terms. These same gentlemen, the official added, are quite careful, as a rule, to keep well within the law and a study of their statements leads to the belief that many of them are being carefully coached by expensive legal talent.

## First Appeal to Broadcasters

Believing that the most effective method of getting at the quacks is by means of inducing the broadcasters to refuse them time on the air, Dr. Wynne made his first appeal to the broadcasters themselves. His investigations have revealed the fact that the better stations have set up rigid requirements and that it is impossible today for the quack to get a hearing over the larger networks. But there are still a few stations which are in precarious financial condition and which feel that they cannot afford to be too careful. Many of these stations, however, have promised their co-operation in the drive to eliminate the quacks.

Dr. Wynne and his associates are now working on a plan which recommends that the United States Public Health Service, the Federal Trade Commission and the Federal Radio Commission work together to make a nation-wide survey of the whole situation. Dr. Wynne points out that although much good can be done through the New York department, its activities must of necessity be confined to a small area and if this area is cleaned up, the quacks will be driven elsewhere to carry on their left-handed philanthropy. He feels strongly that the movement



**Thorough Trading Area Coverage Through One Newspaper!**

# Twenty Million Lines -1,287,890 Lines Gain!

**PAID** advertising in The Milwaukee Journal in 1929 totaled 20,126,854 lines—a new high record for newspapers in Milwaukee and Wisconsin, according to Media Records, Inc. A lead of 4,030,556 lines over the other two Milwaukee newspapers combined!

Again The Journal added to its ever-widening margin of leadership by gaining 1,287,890 lines over 1928 totals—while the other evening paper gained only 18,311 lines and the morning and Sunday paper lost \*496,948 lines.

In 1930, build maximum sales in rich, reliable Milwaukee at minimum cost by concentrating in The Journal!

\*Includes American Weekly lineage, without which the loss would be 641,981 lines.

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

**Read by More Than Four Out of Five Milwaukee Families!**

against the quacks should take on nation-wide proportions.

The New York department is also working out a plan whereby there will be set up in its offices an "index expurgatorious" of quack advertisers. It is asking the New York State Health Department, the United States Public Health Service, the American Public Health Association, and the American Medical Association to act with it in appointing a committee which will investigate the claims, medicines and devices of all so-called doctors now using the air or intending to use the air, in order to determine those advertisers whose products merit being brought to public attention. Advertisers who cannot pass this test would find their names in the department's index which will be open to any broadcaster, advertising agency or other party involved in getting these advertisers' stories on the air.

"We are not looking for a censorship," said Edward F. Brown, associate of Dr. Wynne. "In fact we are opposed to any form of censorship. We believe that it is unnecessary. Our talks with broadcasters convince us that once the stations know a medical advertiser is a palpable fake they will be only too glad to refuse his advertising. If there are any stations which will not co-operate, we believe that the force of public opinion will show them the evil of their ways."

He did not emphasize one very important fact which should act as a deterrent. The Federal Radio Commission cannot and will not act in the capacity of censor but it does have in its hands a powerful weapon. Under the present law, every broadcaster's permit automatically expires every ninety days. Stations which persist in unscrupulous practices may be complained against and it is quite possible that the commission will listen to these complaints sympathetically and will refuse to issue new licenses to those stations which insist on stepping over the ethical boundary line.

Several stations have pointed out to the New York department that their patrons demand health talks

and that it is very difficult for the smaller stations to present reputable medical authorities to their listeners. The department is studying the feasibility of working out some kind of speakers' chain which would include physicians and public health workers. Such a chain would assure all stations a steady stream of good speakers who would perform a real public service. The department has already received several requests from stations to pass on programs, another indication of the willingness of broadcasters to co-operate.

### A. H. Eaton, Copy Director, Dorrance, Sullivan

Arthur H. Eaton has been appointed director of copy of Dorrance, Sullivan & Company, New York advertising agency. He has served on the copy staff of Young & Rubicam, Inc., having joined that agency shortly after its establishment at Philadelphia five years ago. His resignation from Young & Rubicam is effective January 15, when he will take charge of copy personnel and copy production for Dorrance, Sullivan. Mr. Eaton previously had been sales promotion manager of the A. Atwater Kent Company, Philadelphia.

### G. W. Kingsbury with Young & Rubicam

Gordon W. Kingsbury, formerly with the General Motors Corporation institutional advertising staff, has joined Young & Rubicam, Inc., New York advertising agency, to assist in contact work on General Foods accounts. He also formerly was advertising manager of the Kelvinator Corporation, secretary-manager of the Adcraft Club of Detroit and advertising manager of the Diamond Crystal Salt Company, St. Clair, Mich.

### Three Minute Cereals to Beecher-Cale-Maxwell

The Three Minute Cereals Company, Cedar Rapids, Iowa, has appointed Beecher-Cale-Maxwell, Inc., St. Louis advertising agency, to direct its advertising. This company manufactures 3-Minute Oat Flakes, 3-Minute Hominy Grits and 3-Minute Bran & Wheat Flakes. A color campaign in women's magazines is planned.

### Succeeds Barrett Smith Agency

Harold Cabot & Company has succeeded the Barrett Smith Company, Boston advertising agency. Mr. Cabot, head of the new firm, has been associated with the Barrett Smith agency since 1926 and for the last year and a half has been secretary.

AL  
AD  
IN

Pub

THE

T, du

2,059,3

other

Th

Detroit

newsp

effecti

and to

fourth

Co

Englis

find th

their

TI

I. A. K

# FIRST



## IN AUTOMOTIVE ADVERTISING — AMERICA

# 2,059,302 Lines

Published by The Detroit News in 1929

THE home newspaper of America's automotive center, during 1929 achieved a new distinction by publishing 2,059,302 lines of automotive advertising, thus leading every other newspaper in America in this classification.

This accomplishment coupled with the leadership of The Detroit News in 1929 in total advertising among all the newspapers of America, serves to emphasize the wonderful effectiveness of this medium for the sale of any type goods, and to demonstrate the fundamental prosperity of America's fourth market.

Covering four out of five Detroit homes taking any English newspaper, automotive advertisers during 1930 will find the Detroit market efficiently sold if they concentrate their advertising in this newspaper.

# The Detroit News

THE HOME NEWSPAPER

New York Office

Chicago Office

L. A. KLEIN, Inc., 50 E. 42nd St.

J. E. LUTZ, 180 No. Michigan Ave.

# MIDW

## Makes Its Formal Bow in FULL COLOR



After one successful year in red and black, Midweek Features Section of The Chicago Daily News takes on a new and brighter garb—color.

The same forceful color appeal you find in great national magazines is now available in the eagerly read section of Chicago's Home News.

## MIDWEEK THE CHICAGO

Advertising  
Representatives:

NEW YORK  
J. B. Woodward  
110 E. 42d St.

Member of The 100

Jan. 9,  
paper.  
with  
more  
space.  
Chica  
Section  
strong  
while  
The M  
terest  
every

FE  
DA

DI  
Joseph  
-41 Gener  
roup of A

9, 1930

# WEEK

paper. Your color advertising can be reproduced with eyetaking fidelity at a cost of but little more than ordinary black and white newspaper space. Issued every Wednesday as a part of The Chicago Daily News, the Midweek Features Section offers your product an exceptionally strong representation in over 450,000 worthwhile homes.

The Midweek story—low cost—high reader interest and proved pulling power grows better every day. When may a representative call and talk color, rates and schedules?



## FEATURES DAILY NEWS

### DETROIT

Joseph R. Scolaro  
341 General Motors Bldg.  
Group of American Cities

### SAN FRANCISCO

C. Geo. Krogness  
303 Crocker 1st Nat. Bank Bldg.

### ATLANTA

A. D. Grant  
711-712 Glenn Bldg.

# The Indianapolis News

enters 1930

with the

## Greatest Margin of Linage Leadership

in its

60-year history—

In the Indianapolis market

**The News—ALONE—Does the Job!**



**The  
INDIANAPOLIS NEWS**

*Sells The Indianapolis Radius*  
DON BRIDGE, Advertising Director

New York:  
DAN A. CARROLL  
110 East 42nd St.

Chicago:  
J. E. LUTZ  
Lake Michigan Bldg.

# How Wasted Man Power Is Being Eliminated by One Industry

Associated Grocery Manufacturers of America Take Practical, Immediate Step in Program to Rectify Distribution Losses

By John K. Hildebrand

**A**MERICAN manufacturers of grocery products, through their association, are taking a practical, immediate step in a far-reaching program to eliminate long-standing losses in that avenue of business which in recent years has been the subject of no little concern—distribution. One of the first elements being attacked is the current waste of man power.

What makes this step more than ordinarily interesting is the fact that the effort will be confined not to a trade, but will cover an entire industry, and an industry which is one of the most important in the country, dealing as it does in foods.

The Associated Grocery Manufacturers of America comprises 240 members, including some of the largest producers of grocery products in America, and its program will be watched with more than usual interest because the grocery manufacturers annually send out into the field more sales representatives than do the manufacturers of any other American industry, because of the more numerous grocery outlets.

Briefly stated, it is proposed, through a newly established bureau, to retain within the industry those who have gained training and experience there. Regarding them as assets in which the whole industry has an investment, it does not mean to let them wander foot-loose or to filter into other occupations, but to keep them actively and constructively employed in posts to which their talents are best suited and in which their attributes will be most useful.

Moreover, the bureau will supply to the employing members competent and responsible men whose capacities are known, and who can be moved promptly into place as fast as openings occur.

It is the first time in American business history that so large an industry, engaged in the manufacture and distribution of so varied a line of products, has made so serious and well organized an effort not only to cut down but to *cut out* the annual loss that ensues from unregulated human turnover, or, as it is better called, wasted man power, which is the same as wasted energy.

And what is new, too, is the attitude of the association in carrying out this plan.

"There are thousands of sales representatives in this industry," said Robert F. Miller, executive vice-president of A. G. M. A., "that have cost the industry \$50,000 to \$100,000 while they have been getting their years of training and experience. There are sales managers who, in the same way, have cost the industry \$100,000 to \$250,000. These men represent an investment in whose welfare and well-doing the industry, as a whole, has a vital concern. It is not good economics, it is not good business, to allow them, through lack of a proper connection in the grocery field, to wander into other fields. The industry owes something to these men. They owe something to the industry. The mutual obligation cannot be overlooked, and since such a tie exists, it is not the part of wisdom, it is not human, to ignore it."

There's no denying the novel viewpoint, at least as respects a big industry, that lies in this pronouncement.

It has been frequently charged in the past that big business has about as much heart as an ice-box. The tendency has been to worship machines and forget men. The abstract idea of efficiency has so dazzled some business leaders that their attitude has been more like

that of a Prussian drill-sergeant than an Abraham Lincoln. Human nature and human claims have been ignored, and business men have tended to bow down before a mystic idol known as "the organization." What matter flesh and blood?—the organization was all that counted. As if "the organization" was an immaterial body without arms or legs, or human corpuscles.

But more recently this Kaiser-like attitude has become somewhat old-fashioned, and nowadays is seldom found except among those story-book magnates who are supposed to do nothing but wear a dollar cigar in one corner of their rugose countenances and pound their mahogany desk with a big fist. A reaction has set in against methods that gave men a certain amount of valuable experience and then turned them loose with no place to use it.

Here are two pictures of a state of things that no doubt in a few years will seem tragic if not worse.

\* \* \*

#### *Picture No. 1.*

A sales representative has been in a certain territory for several years, working out of its most important town. He has always been a faithful worker, and though not brilliant, has been a consistent producer, and his earnings have been stepped up until they approach the five-figure mark.

He is married, and has bought a home which is his chief interest in life. Due to his constant travel over his territory, he has learned it thoroughly. He knows the habits and customs of the community, its preferences and prejudices, what it likes and what it won't accept. He knows who's who, and what customers influence all the rest. He also has learned his particular line, for he has never handled any other. The products of the industry in which he has spent a large share of his life have become a part of his very being.

A merger comes along, or there is a change of policy, or a readjustment in selling methods, or some other crisis develops which, through no fault of his own, throws him out of a job.

Two or three courses are open to him. He can make his situation known to the other firms operating in the same territory, and one or more of them may offer him a post. But that immediately makes him a job-competitor against all the other sales representatives in the area, and the chances are that one of his personal friends in the industry will lose the place which is given to him, with a consequent disturbance and uneasiness among all the rest of the representatives in that territory.

Rejecting this course, he resolves to "look around" for a while. He finds nothing suitable and is consequently inactive for several weeks, or perhaps months. Meantime he has been brooding over his ill-luck, resenting what has happened to him even while admitting its inevitability. And so he becomes nervous, strained, and somewhat off his normal balance because his faith in his industry has been shaken. It seems unfair that it should be so indifferent to his fate.

At length, tiring of inaction and having his family bills in mind, he enters another industry, takes a position at a smaller figure, and goes to work to build himself up again in an unfamiliar line. He is perhaps permanently lost to the industry.

\* \* \*

#### *Picture No. 2*

A leading firm in its industry decides to put on a sales campaign in a certain territory. The sales manager or personnel director goes to its chief town and starts to enroll a selling force. Personal friends are asked for help, and they send over men who are out of jobs. One or two good selections may thus be obtained, but the rest are more or less chronic out-of-works, unfits, or what not.

The balance of the men required are advertised for. There is a large response from the highways and byways. A conscientious attempt is made to interview them all in a hotel room. Not more than three men can be seen in an hour. Delays and distractions occur, and the end of the first day

sees on  
and o  
seem—

This  
tries  
things  
is that  
days h  
a few  
for the  
offer p

Thes  
little o  
sentia  
as they  
last ye  
They p  
vails in

It is  
regulat  
both m  
tally a  
of dist  
sociate  
has res

It is  
securin  
power  
try ha  
that th  
has bee

The  
headqu  
It has  
clerical  
mally  
the sec  
has bee  
operati

The  
ple and  
tion. C  
been co  
ference  
vised th  
have gi  
to the

As fi  
spective  
facture  
stating  
and wh  
tabulate  
heads  
manage  
etc., wi

When  
have th  
he is a  
tions a



sees only eighteen men interviewed, and of these only two are—or seem—suited to the task.

This won't do, and the selector tries to speed up, for he has other things awaiting him. The result is that at the end of three or four days he has chosen a selling force a few of which are promising but for the rest of which he can only offer prayer.

\* \* \*

These two pictures may seem a little overdrawn, but they are essentially true to the facts today as they are true to the facts of the last year and the years before. They portray a condition that prevails in scores of industries.

It is this haphazard, chaotic, unregulated condition, damaging to both men and management and vitally affecting the smooth working of distribution for which the Associated Grocery Manufacturers has resolved to find a cure.

It is to eliminate this waste in securing and maintaining the man power in which the grocery industry has a recognized investment that the Agma Personnel Bureau has been set up.

The bureau is an adjunct of the headquarters office in New York. It has its own offices, director and clerical staff. Though it was formally opened for business only on the second day of the new year, it has been long enough in informal operation to prove its workability.

The method of procedure is simple and devoid of undue elaboration. Grocery manufacturers have been consulted through group conferences and have been kept advised through office bulletins. They have given an enthusiastic welcome to the whole idea.

As fast as sales openings or prospective openings occur, manufacturers report to the bureau stating the number of men wanted and what for. These reports are tabulated and filed under such heads as sales manager, division manager, district representative, etc., with all the necessary details.

When an individual wishes to have the services of the bureau, he is asked to report his qualifications and experience in full. He

is given a file number, and all information is then kept not under his name but his number. This ensures that all proceedings will be confidential and known only to the principals involved. Reports are made out and mailed on variously tinted sheets, all of letter size, each bearing the proper file-number.

As soon as an individual has registered with the bureau, information is asked of his former employers on a tinted and numbered sheet reading somewhat as follows:

#### A G M A PERSONNEL BUREAU

Date .....

File Number...

Mr. .... has registered with this Bureau and requested us to place him in a position as ..... He states that he was employed by your company as ..... at ..... from ..... to ..... (The above is typed. The rest is in print.)

We will greatly appreciate having your frank opinion of this man and his qualifications. This will help us in presenting accurate information to prospective employers. With better information thus made available, better selections of men can be made which, in turn, will result in reducing the turnover of sales personnel and the expense incident thereto.

**THIS INFORMATION WILL BE HELD STRICTLY CONFIDENTIAL.**

For complete insurance in this regard, we ask that you tear this sheet at the perforation and return only the bottom part to us, which you will note does not contain name of applicant.

File No. ....

#### CHARACTER QUALIFICATIONS:

Is he a hard worker? .....  
Honest and truthful? .....  
Is he ambitious? .....  
Is he resourceful? .....  
How about his habits? .....

#### GENERAL QUALIFICATIONS:

Were his services satisfactory? .....  
Was he consistent producer? .....  
Did he co-operate with the office? .....  
Did he "wear well" with customers? ...

#### OTHER QUALIFICATIONS:

How long was he in your employ? ....  
In what capacity? .....  
At Home Office or in what territory? .....

Why did he leave your employ? .....  
Would you re-employ him? .....  
Salary received while in your employ? .....

Other information .....

Firm Name .....

By .....

Date .....

ASSOCIATED GROCERY MANUFACTURERS  
OF AMERICA  
(INCORPORATED)

The separation of the sheet at the perforation, which comes just

before "Character Qualifications," and the return of only the lower section to the bureau, are regarded as important, for they enable all information to be filed and exchanged on a purely impersonal basis. The applicant need not fear his name will be bandied about.

When the necessary information has been obtained, a bulletin bearing a certain tint and duly numbered, is mailed out to manufacturers. It names the date, the territory for which the applicant is available, and a brief resume of his history, together with any useful statement he has made in his own words. Replies are invited, with reference only to file number.

The test period during which the bureau has been operated shows that the response is prompt. If openings are available, employers are naturally eager to obtain competent, qualified men and they welcome the opportunity of filling vacancies without shouldering a burden of detail and wasting time on incompetents.

Men deprived of positions by accident or circumstance are equally delighted. They are not compelled to engage in long correspondence or vain calls. They do not have to compete with old associates. Their pride and self-respect are spared. And above all, they are gratified that the industry is not indifferent to them and their years of service in it. It renews their confidence in it and increases their loyalty toward it. Its effect on the morale of the entire industry is felt.

The bureau's plan of operation rests on what is regarded as a sound business basis and is devoid of any savor of charity. It is financed under a unique plan that satisfies employer and employee.

It is believed that this effort will succeed because it recognizes human welfare instead of concerning itself purely with mechanical efficiency. The abstract idea of organization has given place to the realization that an organization is founded upon men, with human desires and needs; and that since these men have a stake in the industry, the industry is justified in protecting its own.

## Cleveland "News" Appointments

A. E. M. Bergener has been appointed managing editor of the Cleveland *News* and Hugh Kane managing editor of the Cleveland *Sunday News*. These appointments follow the withdrawal of T. A. Robertson from the managing editorship of the *News*, Sunday and daily, and divide the duties of managing the *News* between Mr. Bergener and Mr. Kane, under the supervision of Dan R. Hanna, Jr., president and general manager of The Cleveland Company, publisher of the two papers.

## Andre Mertzanoff to Conduct Management Service

Andre Mertzanoff, previously vice-president and general manager of the American Radiator Company, is planning to establish an industrial management organization which will be conducted under his own name, with offices in New York. He will offer counsel in financing, research, production and distribution. Mr. Mertzanoff had been with the American Radiator Company for the last twenty years and, as general manager, directed its research, manufacturing and sales policy.

## Curtiss-Wright Airports to J. Walter Thompson

The Curtiss-Wright Airports Corporation, a division of the Curtiss-Wright Corporation, has appointed the J. Walter Thompson Company to direct its advertising account. This agency also handles the advertising account of the Curtiss-Wright Flying Service, another division of the Curtiss-Wright organization.

## L. E. Kreider, Advertising Manager, "The Mentor"

L. E. Kreider, for the last three years with the Eastern office of *Better Homes and Gardens*, Des Moines, Iowa, and previous to that, with the American Lithographic Company, has been made advertising manager of *The Mentor*, New York.

## C. C. Smith with P. F. O'Keefe Agency

Claude C. Smith has been appointed an account executive with the Boston office of The P. F. O'Keefe Advertising Agency, Inc. He was formerly with the Campbell-Ewald Company and Seigel-Brun, Inc., both of Detroit, and the Federal Advertising Agency, New York.

## Western Pacific Railway Appoints H. K. McCann

The Western Pacific Railway, San Francisco, has placed its advertising account with the San Francisco office of The H. K. McCann Company.

# NEW models NEW features NEW selling points...

And NEW sales quotas to meet and to beat!

For widespread consumer acceptance — and volume sales — in the New York Market throughout 1930, tell your NEW story to the largest single evening newspaper reading group here — the more than 600,000 worthwhile families who read the New York Evening Journal every day.

The Boone Man will gladly supply interesting market information, upon request.

## NEW YORK EVENING JOURNAL

Represented Nationally by the  
Rodney E. Boone Organization

# NEWSPAPER

## THE 1930 AUTO SHOW

Over in a week in every city in which it exhibits—and then the coats come off again and the industry goes to work to make the forecasts come to life.

The Boone Man will be of great benefit to both manufacturer and advertising agent in achieving these 1930 goals. His is a refreshing, unbiased viewpoint on the sales opportunities in ten great American Markets.

Routine points of rate, circulation and lineage are to him only an index to your chance of selling cars

# BASED ON

CHICAGO  
earst B

BOSTON  
throp S

New  
Bost  
Alba  
Roch  
Syrac

Bost  
Alba  
Roch

# ADVERTISING

as a result of advertising in his markets. Local conditions which make markets are always uppermost in his mind.



**CALL IN THE BOONE MAN**

**RODNEY E. BOONE**

*General Manager, National Advertising*

**CHICAGO**

Marst Bldg.

**NEW YORK CITY**

International Magazine Bldg.  
37th Street at 8th Avenue

**DETROIT**

General Motors Bldg.

**BOSTON**

Throp Square

**PHILADELPHIA**

Fidelity Philadelphia Trust Bldg.

**ROCHESTER, N. Y.**

Temple Bldg.

New York Journal  
Boston American  
Albany Times-Union  
Rochester Journal  
Syracuse Journal

*Evening*

Chicago American  
Detroit Times  
Baltimore News  
Wisconsin News  
Washington Times

Boston Advertiser  
Albany Times-Union  
Rochester American

*Sunday*

Detroit Times  
Baltimore American  
Syracuse American

# NSERVICE

## 2 UTILITIES WILL SPEND \$89,000,000

**Detroit Edison and  
Michigan Bell to  
Expand Service.**

The Common Council today gave, its unanimous support and backing to a plan to finance a \$100,000,000 street widening and opening programme over a 10-year period without adding one cent to Detroit's tax burden.

The plan was presented by William B. Wreford, executive secretary of the newly formed Detroit Property Owners Association. It will be the subject for a public hearing in council chambers one week from today, when members of the rapid transit commission and of the incoming city administration will be present.

Features of the plan include:  
(1)—Application of \$50,000,000 to be raised in the 10-year period to the existing street widening programme.

The year 1930 will see the carrying out of the expansion and maintenance programs drawn up by two of Detroit's most important public utilities corporations, calling for the total expenditure of \$89,000,000. It was announced with the closing of the old year. The two public utilities to disclose these plans are the Michigan Bell Telephone company and the Detroit Edison company.

Washington, Dec. 8.—The automobile industry will do its share by maintaining its production at 3,000,000 machines next year, says President Hoover's business conference. Macauley, who is president of the Packard Motor Car company, represented the National Automobile Chamber of Commerce at the meeting.

The Detroit man was one of a group of 600 business leaders who met here under the auspices of the United States Chamber of Commerce to co-operate with the president in averting business depression, in maintaining present standards and in offsetting any financial crisis resulting from stock market slump.

Charles Wagner Wall Street.

Macauley said that the automobile business undoubtedly will share the same structure.

**if further proof  
is needed  
that Detroit  
has grown far beyond  
a one paper market  
note the  
expansion program  
of the major utilities  
for 1930,  
topping off a decade  
of phenomenal growth.  
Use  
The Detroit Times  
if you want to reach  
The Newer Half.**

**"THE TREND IS TO THE TIMES"**

# Verbs Speed Headlines

The Word-Anatomy of Newspaper Headlines Is Studied for Possible Use in Advertising

By F. S. Schenck

IF one sits down studiously before any well-edited newspaper and takes the headlines apart to see what makes them go, verbs appear as an essential part of the works. They are there invariably, and squeezed into tight spaces as though their inclusion had appeared absolutely necessary.

They are wedged in with nouns which seem entirely capable of commanding attention without any side-show stunting. But blot out the verbs with smudgy thumbs, no with snips of paper as they are too numerous for thumbs, and at once something of life has gone out of the news of the day. The great people of the world assume wax model poses. The play that gripped us is mysteriously changed into a boring tableau. The meaning is still clear. But we are no longer interested.

On the other hand, the majority of advertisements, even those in newspapers, use verbs most sparingly in the headlines. Many eliminate the verbs entirely, even though they endeavor mightily to imitate newspaper type faces and the brevity wrongly attributed to newspaper headlines.

After all, there is only one way to duplicate effects, and that is by studying the inner technique of a performance. Paderewski's haircut and clothes do not make the performance. They are as superficial as type-faces and brevity in headlines.

Neither do verbs make the news.

They form merely a manner of presenting the news in an attention-gripping manner. As such, they are a part of newspaper technique.

Suppose an event concerning an advertised product or service takes place and the newspapers consider it worthy of considerable mention in the news columns. At least, this event gets a half column on one

of the inside pages. The advertiser also takes four full columns for his own use.

Which account will appear more interesting to readers? Which account will the advertiser sacrifice if he must do without one or the other? And in exactly what will the major difference between the two consist?

One does not have to be a worshipper of press agents to regard all the above questions except the last as purely rhetorical. Nor on the

last question can one lightly pass off the difference as being due to "editorial influence." If either account is written in an editorial style, the advertisement will most assuredly be the sinner. The newspaper account will be strictly reportorial. Yet, so far as the headline is concerned, it will wave in front of the reader a promise of interest, if not excitement.

That is because it is like all the other news headlines? Granted. And in what does this likeness consist? In typography! Yes, but only partly. A double-column type-box with the headline in upper and lower case bold italics is pre-

**SOMEDAY, the author of this article prophesies, the advertising agency will have—like the modern newspaper—a man who writes headlines for other people's copy.**

**Why is this headline specialist going to be employed in agencies? "For the same reason," says the author, "that he is now employed on newspapers: because copy writers, like reporters, have had their chance to make headlines teem with the excitement of verbs rushing about, and have sacrificed headline interest to copy suspense. And today, readers want to watch things move, and move lively as only verbs can make them move."**

sented in evidence. It is about the weather in a city a thousand miles away from the readers of the paper. The item is surrounded by columns in pyramided bold all-caps. In only one particular does it bear a resemblance to the other important news-heads of the day: Only in verbs. This headline reads:

"Hard gale batters Chicago lake front; water enters streets, maroons guests in hotel."

In what way is this similar to the single column, bold face, all-cap headline below:

"Stocks gain sharply but slip near close."

The more one examines the headlines of a newspaper the more difficult it becomes to ignore the relationship and character similarities furnished by verbs. You can tell a newspaper headline by the way it moves, by its gestures and its gait.

It is not only movement but free-and-easy movement which distinguishes the newspaper headline. The verbs are agile fellows, stocky chaps that shove and push and jostle the most proper nouns.

"Hoover speeds West!" Think of it. Probably he was merely sitting in a train. And the first day's run was only as far West as Detroit. "No, we can not allow words like that in our business. Make it instead: 'The President and his Westward Journey'" commands the advertiser of his copy writer.

"Well, if you must have a verb to satisfy your queer theory," he may add, "why you might use 'announce' or 'inaugurate'."

For another example of looseness, take the headline:

"Carnegie Fund Says Money Taints Sports In Colleges."

How can a fund "say" anything? And what an undignified word is "taints." Probably it was not used once in the whole report.

But as soon as informal verbs of action are ousted for the long and slow moving verbs accredited to advertising, the headlines retreat to the past ages. For there once was a time when our Presidents did *announce* instead of merely saying, and did *inaugurate* instead of merely starting things. And this

period followed that age in which verbs were not allowed in the headlines of the public prints. When the assassin's bullet crumpled the gaunt figure of Lincoln, the news headline—and it was typical of the day—was: "A LAMENTABLE EVENT."

Today, anything must move to attract attention and to hold it. Still photography has given way to motion pictures. The modern eye and mind have become accustomed to a rate of going which would have sent us in our youth of thirty years ago weaving dizzily to a bed tilted all night by nightmares. Naturally, we must all have quicker verbs in our reading or we feel the style is behind the times.

Advertisements are taking to themselves more verbs. But most are content with a single verb in the headline, and that one a rather heavy-waisted, pompous part of speech which observes carefully exactly where it is going to put its foot next.

Some of the advertising of Franklin Simon & Co. blazes the way among verbs of quick movement. Thus one advertisement: "Colorful Lamé That Glints And Gleams With Gold."

But unfortunately in this advertisement, as in so many others, the action started by the verbs is suddenly suspended and a non-committal row of dots takes the place of an expected verb. The continuation of the headline is: "This Is The Evening Dress The Smartest Young People Are Wearing."

Why not either "adorns" instead of "this is," or to be more newsy, "attracts eyes to"? In the latter version we would have the action not only of the light on the dress material but also of the heads and eyes turning toward the dress. Even the final verb, "wearing," then becomes more active because it is taken out of possible seclusion and put into a public or functional showing where people watch clothes.

Frequently in advertisements an innocuous "and" or a row of dots takes the place where a verb should come in running. "American Business . . . And This New



# The City of 63d and Halsted

The intersection of 63d and Halsted Streets is the trading center of a neighborhood population of substantial size and buying power. It is as self-contained as a city—and as definite in its buying habits.

Just as one city differs from others in responsiveness to various types of merchandise and selling tactics, so does 63d and Halsted differ from the other great neighborhood markets of Chicago. And its buying power makes it extremely worth while to know wherein it differs.

In building "A Working Manual for Sales Control of the Chicago Market" the Chicago Evening American revealed, to a heretofore unapproached extent, facts concerning Chicago's great neighborhood markets. Properly analyzed and used, these facts disclose wide new avenues to greater sales in Chicago. Sales and advertising executives will not regret asking a Boone Man about those facts.

The Chicago Evening American is in its ninth year of circulation leadership in Chicago's evening field—emphatic evidence of Chicago's preference.

**C H I C A G O**  
**E V E N I N G**  
**A M E R I C A N**

*a good newspaper*

National Representatives:

**RODNEY E. BOONE ORGANIZATION**

"Appliance" is a typical headline. The only reasonable supposition, if one is sufficiently interested to make any guess, is that the relationship between the subject and the predicate has not been determined as yet. Possibly American business has not, and will not, bother its head with any more new appliances. Certainly if American business quickened its pace, or made more money, or saved itself trouble by this new appliance the advertisement would have so stated.

No, verbs do not make news. But the absence of verbs does seem to kill news.

Editorials, magazine stories and articles do not usually employ verbs in their titles which correspond to newspaper headlines. But an entirely different technique is involved; the subject matter generally takes place in at least two tenses, sometimes in three. And probably verbs in a story or article where one tense were possible would, if they were used, steal reading interest from such writings as did not lend themselves to the use of verbs. None of which is true of any except a small number of advertisements.

Probably one reason why more advertising headlines do not have more active verbs running through them is because they are not written by specialists. Under the best modern newspaper practise, a desk man puts the headline on a reporter's account of an event, and while editing the copy.

His chief interest is to make the headline tell what the reporter has written, and in as swift and entertaining manner as is possible. He does not care if the reporter wanted to suspend interest till the last paragraph; out he will drag the modest kernel of the report and make it parade on the first line.

But the copy writer wants to save his thunder for a climatic finale. Or he writes the headline before the rest of the copy and he cannot afford to limit himself too much by what the verbs in the heading might commit him to. Verbs are so definite in their action. Or the copy, like the maga-

zine article, has ended by wandering through so many tenses and subjects that it cannot be honestly tied down to any one tense in the headline.

Sometime the advertising agency is going to have—like the modern newspaper—a man who writes headlines for other people's copy. He will do editing of copy, not merely cutting down, but even more of building up. He will give instructions like a city editor gives to reporters: Get every single fact on this case and then write it straightaway from the point of view that all the public is interested in the main facts first and a number can be held to the details by a logical sequence from there on.

Why is this headline specialist going to be employed in agencies? For the same reason that he is now employed on newspapers: because copy writers, like reporters, have had their chance to make headlines teem with the excitement of verbs rushing about, and have sacrificed headline interest to copy suspense. And today, readers want to watch things move, and move lively as only verbs can make them move. Only when there is action right from the very start—from the top of the headline—will the public lend itself to being suspended by its ears or its eye-lids. And in writing only verbs give action.

### Mandarin Food Products to Logan & Stebbins

The Mandarin Food Products, Inc., Los Angeles, has appointed Logan & Stebbins, advertising agency of that city, to handle its advertising account. Mandarin products include chop suey, chow mein, noodles, chop suey vegetables, soy sauce and a combination package called Chow Mein Ready to Serve. Newspapers will be used in California and Western cities.

### R. W. Mickam Joins Hoyt Agency at Hartford

Robert W. Mickam, formerly with The Manternach Company, Hartford, Conn., advertising agency, and, more recently, with Robinson, Lightfoot & Company, Inc., New York advertising agency, has joined the Hartford office of the Charles W. Hoyt Company, Inc., advertising agency.

# Playing Safe!

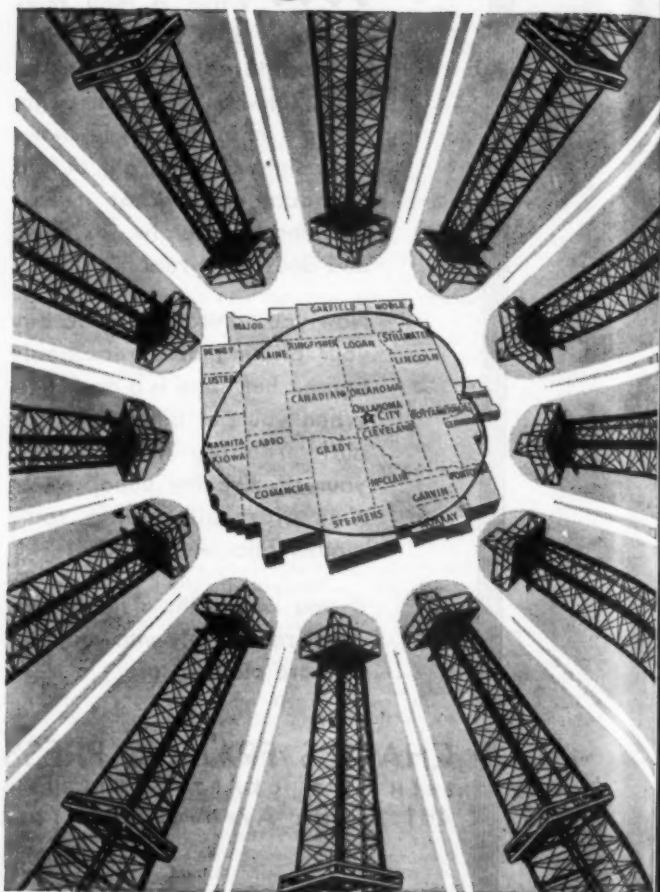
▼▼▼▼ When a man buys something at a very low price, he is apt to pat himself on the back. But when repair bills begin to come in, or the article shows early signs of giving out, or fails to accomplish what it was intended for, then he sits down and does some real figuring.

Now you naturally want to buy your printing at a reasonable figure. But there is a dead line. When you get below it—look out! You are likely to find yourself, like the unhappy Mr. Man aforesaid, doing some mathematics;—afterward!

If you deal with a house that deals reasonably with you, then you are playing safe.

**CHARLES FRANCIS PRESS**  
PRINTING CRAFTS BUILDING  
461 Eighth Avenue, New York

# Startling statements





## **-but facts - about Oklahoma City's new wealth**

Dry reading—the following, but rich-freighted with meaning to the advertiser looking for a market that will boost his 1930 sales <<<< Oklahoma produces 24% of the nation's crude oil—the Oklahoma City field produces 11% of the state's total. The Oklahoma City field has 18%, or 164 of the state's 891 drilling wells <<<< More than \$20,000,000 is being spent on rigs and drilling wells in the Oklahoma City field <<<< There are more than 2,500 workers in the Oklahoma City field with a daily pay roll of more than \$20,000. Because reliable figures were lacking before, we have not mentioned that about 5,000 workers are engaged in clerical and other work, as distinct from field operations, also with a pay roll of about \$20,000 a day. This makes the total pay roll added to Oklahoma City's buying power by its year-old oil field nearly \$15,000,000 a year! <<<< Oil company officials expect the figures given here to be doubled within 12 to 18 months <<<< The Oklahoman and Times with over 5,000 more circulation than all twenty other dailies in this territory combined, including the third Oklahoma City newspaper, will win and hold the 68-mile Oklahoma City Market for you at a single, low advertising cost.

### **THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES**

**The Oklahoma Publishing Co.  
THE OKLAHOMA FARMER-STOCKMAN**

Elmer Special Advertising Agency—New York Chicago Detroit Atlanta Kansas City Dallas San Francisco

**H**AVING more than doubled our circulation within the last eleven years; having erected a new six million dollar plant in the heart of the city of Detroit in 1925, and having published fifteen and a half million lines of advertising in 1929, the high lights of this newspaper's development give reasonable grounds for some complacency.

**W**E are pleased, but we must also subscribe to the American credo that it is perhaps undesirable to be satisfied.

**W**E have no Barnumesque ambitions to be "the biggest show on earth," we don't ex-

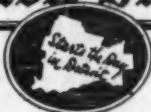
pect to either merge or moult, nor to be consumed with the fires of any vast upheaval in publishing practices or ideals.

**A**BOUT to enter our one hundredth year as a newspaper we neither wish to "point with pride" nor "view anything with alarm." We much prefer to be vastly busy about the business of serving in a sensible manner, the people of Detroit and the Detroit area.

**A**FTER all, there is no satisfactory substitute for a good newspaper, either in the satisfaction it brings its readers or in its economic usefulness to advertisers.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# The Salesman and His Financial Worries

A Man May Be a Poor Manager of His Own Affairs But Still Be a Good Salesman

By A. H. Deute

General Manager, The Billings & Spencer Company

"I DON'T think we ought to keep him on the sales force—he's unsound. He can't have any real sense or judgment, getting himself into such a financial mess. I am beginning to wonder if he is really honest."

The owner of a business was thus criticizing a salesman to the sales manager. The salesman in question had just demonstrated a real lack of financial sense in that on a good living salary he had permitted himself to get into debt in so many directions that the matter had come to the attention of the house.

The sales manager had called the salesman in and put it up to him.

"Now, make up a list of your most pressing obligations and let's see what we can make out of it all," the sales manager finally suggested. So the salesman, recalling his various obligations as best he could, set down a list of a dozen or more which totalled some three months' salary. And he said that undoubtedly there were a number of smaller obligations which he did not recall at the moment.

It was a formidable list. The sales manager, feeling the need of counsel wiser than he could give, talked it over with the head of the business. And the head of the business, being no salesman, but a sound bookkeeper and bill collector, gazed horrified at the evident rack and ruin which was before him.

"Mighty loose sort of chap, undoubtedly," the owner continued. "Putting himself in the way of temptation to hold out collections when these debtors come to pressing him too hard. Is he properly bonded?"

Yes, he was bonded.

"Well, anyway, I don't see how we can keep such a man. He can't

be a very clear thinker. Probably not much of a salesman, anyway."

Now, it so happened that he was not only a good salesman, but the best one on the force.

And there is nothing strange or unusual therein. It is very often a hard thing for men who are treasurers and accountants at heart to understand the mental processes of the men who are salesmen at heart.

For instance, a friend of mine who is the credit man and treasurer of a small company in the West is now about forty years old. His salary has never exceeded \$6,000 a year. He has an average sized family. He owns his home and keeps a small car. He lives on a budget system. He saves money each month. He is now collecting interest and dividends from mortgages and investments. His schedule calls for his ability to live on this income from investments and savings by the time he is fifty.

He shakes his head and wonders what possesses some of his firm's salesmen to whom he personally sends monthly checks for \$500 and more but who are constantly writing in asking for "advances."

Also, he is in despair when he goes over the weekly expense accounts and has to approve of mileage, hotels, meals and so on for \$75. There was a time, a few years ago, when, with one of the salesmen temporarily unable to work on account of illness, this treasurer decided to spend two weeks on the man's territory to ascertain to his own satisfaction just what the traveling expenses ought to be.

At the end of two weeks, instead of the usual \$150 for that trip, this treasurer had an itemized account showing that he had spent only \$103.45.

When he showed these figures



to the salesman, the latter merely shrugged his shoulders and said: "Well, how much goods did you sell? What was your selling cost? The company is sending me out to sell goods at a reasonable cost. You went out not to sell goods but to travel cheaply. The house can't make any money on that!"

And, as a matter of fact, the gross volume written by the treasurer was so wofully small and he had so little enjoyment out of his first experience as a salesman, that he was glad to stay at his desk.

### *A Different Viewpoint*

"You see," the salesman explained to the treasurer, "you think in terms of not spending money. You translate that psychology to the customer on whom you call. I think in terms of big business—big volume—carload lots—big advertising campaigns. I look for ideas to pass on to my customers—ideas which have to do with handling our line in car lots instead of fifty-case lots. I'm thinking in terms of dollars—spending dollars—and you think in terms of saving pennies. We've both got our jobs to do and we can't play the other fellow's game or do his work. But that is why I get the volume of business while you are no doubt one fine treasurer."

Of course, not all salesmen are loose and improvident livers, but many excellent salesmen are and must have constant help and guidance from their sales managers. That is why certain men are stars for one sales manager, only to prove miserable failures for others.

One of the best salesmen in the country made up his mind a few years ago to settle down to business, buy a lot, build a house and become financially sound. He was so valued by his employer that the latter loaned him the money with which to buy a lot. The salesman was to get the house built in a hurry and get his family settled.

But the salesman was such a good salesman that he owned the lot only a few days until he saw a chance to give that lot as part payment for a fine piece of acreage which he was going to lay out into lots, sell most of them and have a

fine building site for himself, without cost.

But something went wrong and in six months he found himself trying to make monthly payments on his acreage—payments far beyond his normal ability—and at the same time trying to pay his employer back \$35 a month.

Another salesman I know very well indeed is so interested in selling—keeps himself so busy selling—that he can't give any thought to his living expenses and general expenses. When he sees something he likes, he buys it on terms. He is now paying for a fine automobile with a built-in radio. It is hard to say just how much of his estimated earnings is spent for months to come. His sales manager is now undertaking to hold out a certain amount monthly and when that amount is large enough, it is going to be put into a home for the man and his family. The salesman does not object to this plan at all. In fact, he said to me not long ago: "I wish my house would agree to pay all my bills, take care of my family, give me a few dollars a month for my own spending money and just let me sell goods. I wish I didn't have to think about anything except just selling goods. That's all I like to do. Bothering about bills and those things just takes my mind off my work."

That is a viewpoint which it is very hard for some employers to appreciate. And relatively few salesmen have ever analyzed themselves in this way. One of them did, but only after he had been brought in to be sales manager. This chap was the best man on the force and when the sales manager's job became vacant, the management went on the theory that the best salesman should be made sales manager.

For a year he struggled with his job. He did show an increase in volume, but selling costs jumped alarmingly. At the end of the year, he went to his employer and said: "I'm making a few moves to-day effective January first. I'm taking the man off my old territory who took my place. As sales manager of this company, I'm hiring



Jan. 9, 1930

If, with-  
ong and  
himself  
payments  
far be-  
d at the  
his em-  
ow very  
in sell-  
y selling  
thought  
general  
some-  
n terms.  
ne auto-  
o. It is  
a of his  
ent for  
es man-  
to hold  
hly and  
enough,  
a home  
y. The  
to this  
said to  
y house  
y bills,  
ve me a  
my own  
let me  
have to  
ept just  
like to  
ls and  
mind off  
ch it is  
yers to  
y few  
d them-  
f them  
d been  
anager.  
on the  
anager's  
gement  
he best  
e sales  
d with  
ncrease  
jumped  
of the  
er and  
ves to-  
t. I'm  
rritory  
s man-  
hiring



## Goodbye Winter!

Thousands of northern retailers are closing tens of thousands of accounts for the winter. More than a million of their customers will buy in Florida until April.

## Hello Sunshine!



Thousands of Florida retailers are opening tens of thousands of accounts with former customers of northern stores. A new market

exceeding a million consumers springs up—to eat, wear, buy and use every conceivable product known to modern standards of living. Are you following up with distribution and advertising—keeping more than a million buyers supplied with your goods?

*Seven days a week, in every population center of the state you can keep them informed, keep them sold, through the one all-state newspaper of Florida—*

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented Nationally by  
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

myself for that job. As soon as I have done that, I'm naturally through as your sales manager because I can't handle the two jobs. I think I'm a fine salesman. I'm no sales manager at all. A sales manager is a man who is a cross between a salesman and a book-keeper and who likes people and has a sense of sympathy, plus a sense of responsibility toward his house as well as toward his men. You can see where I am lacking."

When you see the superfine sales force at work, you may be quite sure that in charge of them is that type of sales manager and you may be sure he is getting the support of his management.

That is why certain men make good under certain sales managers and why certain sales managers will do a great job with one house and fail with another. I know a sales manager who was an outstanding success with his firm so long as the general financial policies pertaining to sales and advertising were under the supervision of a certain man. When that man resigned to become president of another company, the sales manager found himself working directly under another type of president. He struggled along for three years and at the end of that time dropped out in disgust.

About fifteen years ago, a sectional business, located in an Eastern city, suddenly began to develop by leaps and bounds. The head of the business took in a young partner and gave him active charge. The nominal head was interested in other affairs.

For ten years that business literally jumped ahead. It spread into a chain of stores covering several States. It was an organization of unusually good men in that industry.

And then the young head died suddenly. The older man again took personal charge. During the last five years that business has disintegrated until now it is hardly more than a name.

More than one of the men who made up that organization and who has since drifted away has said to me: "When young Blank died, the heart went out of that business.

He used to take care of us and see us through."

Some years ago, the late T. F. Merseles, then head of Montgomery Ward, said to me: "Most professional salesmen are not acquisitive. Many of them get into all sorts of difficulties because of their temperament. Many salesmen might be classed with musicians and painters as artists. Very often the excellent salesman is a child in some directions. It takes a very human individual to be a good manager of a group of salesmen. That doesn't mean anything to certain types of men."

### F. G. Peck, Advertising Manager, "Fashionable Dress"

Frederick G. Peck, for seven years a member of the advertising staff of the *Elks Magazine*, New York, and, previously, secretary and treasurer of Rufus French, Inc., publishers' representative, has been appointed by the United Fashion Company, Inc., New York, as advertising director of *Fashionable Dress* and its other fashion publications.

### Succeeds R. D. Merrill on "American Agriculturist"

Irving W. Ingalls, for the last five years a member of the advertising staff of the *American Agriculturist*, New York, has been appointed advertising manager of that publication. He succeeds Robert D. Merrill, who has resigned to join the New York office of *The Farm Journal*.

### General Tire & Rubber Appoints J. G. Stoller

John G. Stoller, assistant secretary of the General Tire & Rubber Company, Akron, Ohio, has been elected secretary of that company. He has been associated with the organization since its establishment in 1915.

### Hardy Agency Changes Name

Walter E. Hardy, Inc., Chicago advertising agency, has changed its name to Hardy, Ozanne & Hardy, Inc.

The P. F. Volland Company, Joliet, Ill., greeting cards, mottoes and books, has appointed the Hardy, Ozanne & Hardy agency to direct its advertising account.

### Steamship Account to Kerr-McCarthy Agency

The American South African Line, Inc., New York, has appointed the Kerr-McCarthy Advertising Service, Inc., of that city, to direct its advertising account. Newspapers will be used.

# MORE READERS . . . AND MORE PROFITABLE READERS

Nothing more fully demonstrates The Morning World's forward pace than its three-year circulation growth of more than 50,000. But readers, as such, are relatively unimportant unless they represent some tangible asset to the advertiser, unless they measure up to definite standards of buying power. By far the greater circulation gains of The Morning World have been made in the most prosperous audience New York has to offer . . . in residential districts with evident and unmistakable indications of quality. For example, 44.2% of The Morning World's total three-year gain has been made in the 21 "ultra-quality" districts . . . known to rank highest in income, in ratio of charge accounts, in rents paid, in ratio of costly automobiles. In these and other blue-ribbon districts The Morning World is making steady progress . . . and writing a new history of newspaper growth and of profitable results for advertisers.

## The New York World

MORNING AND SUNDAY

**Pulitzer Building, New York**

**TRIBUNE TOWER**  
**Chicago**

**GENERAL MOTORS BLDG.**  
**Detroit**



# No

## SET OF FIGURES EVER COMPILED

*can prove this...*

AUDITORS' reports indicate total circulation and its distribution. Charts and graphs demonstrate coverage and concentration. Line and milline rates give figures on cost.

But no set of figures ever compiled can prove the character of a newspaper—the responsiveness of its readers.

What does it mean to the advertiser that The Philadelphia Bulletin has *twice* the circulation of any other local evening paper?

Or that it nearly equals the *combined* circulation of all Philadelphia morning papers? Or that The Bulletin's rate is one of the lowest in America?

Is it the *kind* of circulation that the advertiser wants?

It depends upon the character of the newspaper; and character is revealed largely by its *history*.

In 1895, The Bulletin's publisher set out to make a fine newspaper. Seeking, not a quick growth, but a permanent one. A growth that would be rooted deep in the confidence,—in the respect and esteem of the Philadelphia Home.

A few thousand circulation then; more than *half a million* now, without a premium, prize or circulation contest!

The history of those thirty-four years of growth



#### *In the Shopping District*

Along Chestnut Street, from Sixth to Twenty-second Street, are located exclusive shops which cater to the wealth of Philadelphia and its suburbs. Of the 187 retailers in this section who advertise, 163 use The Bulletin. A record of eighty-seven per cent! Retailers place more individual advertisements in The Bulletin than in all Philadelphia, daily and Sunday, newspapers *combined*. The Bulletin also carries more local and national display lineage in six days than any other Philadelphia newspaper in seven.

proves how well The Bulletin sensed the type of newspaper that Philadelphia wanted.

548,573 copies daily — a market of 572,600 homes: Only a few newspapers in America exceed it.

Scarcely a home in Philadelphia and suburbs is without its daily copy of The Bulletin. At one cost, and a low cost, America's Third Market can be thoroughly covered with one newspaper.

## The Evening Bulletin

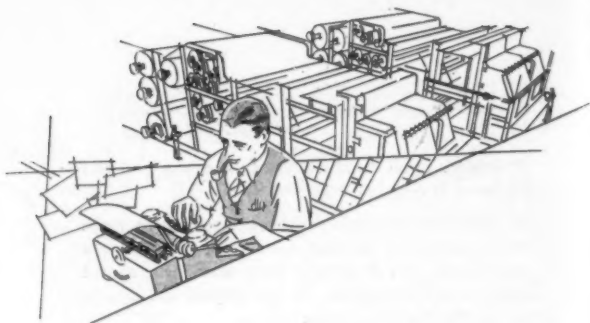
City Hall Square

**PHILADELPHIA**

Detroit Office: 321 Lafayette Boulevard  
San Francisco Office: 681 Market Street

New York Office: 247 Park Avenue  
Chicago Office: 333 N. Michigan Avenue

Copyright, 1929, Bulletin Co.



# I.N.S.

World-famous news association with bureaus in every leading city.

# A.P.

One of the foremost news-gathering associations in the world—considered by certain newspapers as sufficient in itself to meet all news requirements.

# U.N.S.

A leading wire service with correspondents all over the universe.

Associated Press, International and the Universal News Service—three of the greatest news services in the world—serve the readers of the New York American every day of the week, including Sunday.

In addition to these three world-wide services, the New York American has resident correspondents in all the important news centres of the world.

A large and exceptionally capable staff covers local news for the New York American. This staff is supplemented by the City News Association in New York City, and in the suburbs by the Standard News Service.

This great array of complete and competent news-gathering facilities is the reason why the New York American is able to produce seven days a week a newspaper—"as new and as newsy as New York itself."

## THE NEW YORK AMERICAN

AS NEW AND AS NEWSY AS NEW YORK ITSELF

### PAUL BLOCK, INC.

National Advertising Representative

New York Boston Chicago Philadelphia Detroit San Francisco

B  
u  
have  
econ  
peopl  
incide  
psych  
solved  
surve  
what  
timely  
cardin  
neyed  
bastic  
to sel  
human  
found  
needs  
I am  
1. 2  
specif  
I r  
mark  
tract  
claim  
engin  
that  
"smo  
contin  
adver  
"valv  
sure v  
was s  
that  
arous  
larly  
by a  
not p  
sult  
repea  
carrie  
Grou  
tisem  
ness  
of bl  
of m  
It wa  
the sp  
And  
what  
others  
2. 2  
produ  
will

# New Year Resolutions of a Reflective Advertiser

By Tubal Kane

**B**ELIEVING that while recent upsets in the financial world have caused no deep change in the economic status of the country's people, there may have been coincident with these events some psychological change, I am resolved, in my advertising to re-survey and re-scan my ideas of what is suitable, effective, and timely, with the intention of discarding what is worn out, hackneyed, superficial, doubtful, bombastic, or affected, and get down to selling ideas that are based on human nature and that are founded on unchanging human needs and desires. For example, I am resolved:

1. *To be less general and more specific.*

I remember when I was in the market for a car, I was not attracted by engines that were proclaimed to be "the finest that great engineers have ever produced" or that were declared to be merely "smooth-running, powerful, and continuously efficient," but by an advertisement that offered a "valve-in-head motor." I was not sure what advantages such a motor was supposed to give; the point is that my interest was at once aroused to go and find out. Similarly I was attracted the other day by a new razor blade which did not proclaim itself merely "the result of years of experience and repeated tests," but which simply carried the main caption "*Hollow Ground.*" Incidentally, the advertisement mentioned extra thickness and the price. I have plenty of blades already, but I went out of my way to buy the new ones. It was not the general claims, but the specific ones which fetched me. And I am willing to believe that what will act on me will act on others.

2. *To say less about what my product is and more about what it will do.*

I have noticed that when people first confront an unfamiliar product or device, the first question they ask, after they have learned its name, is "What is it for?" They are equally interested to know to what new uses a familiar product can be put. I have observed that the price of an article fades to a secondary place in the human mind just as quickly as it can be displaced by the idea of value. Just as soon as I can make a man feel that my goods, or service, will give him a little more than a dollar's worth of usefulness or pleasure, he willingly hands over the dollar bill in his pocket. He does not care, at the moment, whether my commodity is made of wood or steel, or whether it was made by girls or skilled male mechanics. In going over my past advertising, I recognize that I have been talking from the standpoint of the maker rather than that of the man who is going to use it. I and the directors of my company already know that our product is good. What I have got to do is to make the consumer feel so.

3. *To cut the pseudo-scientific appeal out of my selling story.*

If I were a doctor, I would recognize that it would be a doubtful, if not dangerous, practice to try to write out, at a given time, a general prescription for more than 100,000,000 people. And yet every day I see claims made for products, supposed to have a medicinal or semi-medicinal effect, which are advertised as beneficial to all persons, regardless of their physical state. This article is "anti-acid," and hence is asserted to be good for all concerned, although it is known that a certain amount of acid is necessary to the human interior, and is in fact manufactured by it. That article is supposed to keep the mouth "germ-free" and hence "clean," although



my dentist tells me that no surface wash or remedy can hope to reach the germs that have burrowed into the gums or lodged behind the teeth roots. If I were a dairy farmer, I would hesitate to advertise even the purest milk as "good" for everybody, for although milk is usually one of the best of foods, it is, in individual cases, not good for either babies or adults of a certain constitution. I regard a generally broadcast medicinal appeal as being unsafe for the good name of advertising, hence I mean in future to use the shield of science cautiously, and hedge my statements in a way that will leave no room for an unfavorable reaction on the part of the consuming public.

4. *To eliminate the "social-fear" complex from my campaigns.*

What a flood the Listerine people let loose when they started their successful campaign against the fear of "halitosis"! The Listerine campaign had a sound idea back of it and I do not grudge them their vastly enhanced sales, but imitators have come crowding in who are carrying out the thing to absurd lengths. If we listen to these imitators we shall soon be afraid to go to a party lest the assemblage see—and criticize—a wrinkle in our pants, a spreading bald spot on our craniums, and a defect in our pronunciation of the third conjugation of the verb, *to mooch*, in Esperanto. After due reflection, I realize that somehow people will get along and be happy even if their shoes do run over slightly at the heel and their cravats are wrongly tied, and even if their Spanish accent sounds as if it were derived from South Brooklyn instead of Old Castile. Personally I am aware that people can be scared up to a certain point; after that they tend to say, "Oh, boloney." I do not like the notion that my advertising helps to heighten snobbery or self-consciousness among the small-fry, and I don't care to run the risk of having people say of my expensive lineage, "That begins to sound to me like a lot of hooey." I mean to be less negative and more positive in

my selling talk, and when I use scare-copy I aim to see that it does not appear among too many other pieces of scare-copy, and so give the impression of a row of bogey-men making faces all at once.

5. *To avoid the use of "fancy" testimonials that sound phoney.*

Here is another idea which was good for the first one or two users, but which has had so many imitations that the public is liable to become skeptical. The signatures and endorsements from prominent people in the social, commercial, and monarchical worlds for this and that product may be real enough, and I am sure of their genuineness in the hands of certain firms, but some of the flowery recommendations cited by imitators sound phoney even if they are not. The language used is not convincing and even if it did come straight from high places, it ought to be edited before use. Avoid, said the apostle, even the appearance of evil. As soon as my idea, even if a sound one, begins to have too many weak imitators, I intend to move on and set up something else. The testimonial idea is one of the oldest in advertising, and one of the most respectable when rightly carried out, but the finest race horse may be ridden to death.

6. *To reduce the highfalutin language in my copy.*

Steamship companies which conduct tours to tropical climes and perfumery manufacturers are justified in using lavender-colored language in their copy, because what they are trying to sell is romance. But if I am marketing oil furnaces, typewriters, suits of clothing, bathtubs, or other purely utilitarian articles, it would be better for me to employ utilitarian words. There is possibly a certain sort of poetry about ham and eggs, but if I were trying to advertise ham and eggs in terms borrowed from Milton, Swinburne, and the Arabian Nights Dream, at the same time glorifying the American hog and canonizing the American hen, the roast beef purveyors would soon have all my trade. I see where I have been letting



---

---

---

# I Am Informed That They're Going to Remove It Altogether!

THE WORLD'S greatest pie-chart merchant made the above remark. His name is Roger Babson. He was speaking about mountains. "In my own New England," says Roger, in Forum for December, "if a mountain stands in the way of expansion, we build a road around it. In New York they tunnel through it. In Los Angeles *they remove it altogether!*" . . . *That's true.* Furthermore, the chances are we put a twelve-story skyscraper where the mountain was. Even though it's 'way out in the suburbs. If this isn't the nation's headquarters for initiative and out-of-the-rut-ness, then there ain't no such animal. Brother Babson senses this and continues, "There is a power at work in such communities which is not measurable by my statistics." . . . Such is Los Angeles, the miracle metropolis. Of these 1,500,000 people who live here, more than 200,000 homes prefer The Examiner daily and more than 440,000 on Sundays. Which is, as you know, *far more circulation than the other morning-and-Sunday paper has.* Interesting—Eh?

---

---

---

## LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

---

---

---

too many lilies of the valley get into my copy, and henceforth I am trimming some of that out so that my real selling message will not be buried under flowers. Sane, sensible, convincing selling talk is what gets the signature on the salesman's order blank, and that is what I intend to rely on from this time onward.

### New Division for J. Walter Thompson

The J. Walter Thompson Company has organized a Latin American and Far Eastern Division, which will operate from the New York office as a separate unit to control operations in Mexico, Cuba, Central America, Venezuela, Colombia, Ecuador, Peru, Japan, Hawaii, China and the Philippines. William B. Fergusson will be managing director of the new division. He formerly was managing director of the McCall Advertising Agency in South America.

### E. Y. Crossmore Heads New National Biscuit Department

E. Y. Crossmore, vice-president and sales manager of the National Biscuit Company, New York, has been placed in charge of the newly formed operating department of that company, made up of the production, engineering and purchasing divisions. F. K. Montgomery, formerly manager of the purchasing department, has been made a vice-president and will assume charge of the sales department, succeeding Mr. Crossmore.

### F. T. Van Syckel with G. M. Basford

F. T. Van Syckel has joined the G. M. Basford Company, New York advertising agency, as an account executive. He was formerly advertising manager of the Niles-Bement-Pond Company, New York, and recently sales promotion manager of The Debevoise Company, Brooklyn, N. Y., paint manufacturer.

### Overall Accounts to Ruthrauff & Ryan

The Crown Overall Manufacturing Company and the Headlight Overall Manufacturing Company, both of Cincinnati, have appointed Ruthrauff & Ryan, Inc., at Chicago, to direct their advertising accounts. Farm and industrial publications will be used.

### Manhattan Soap to Peck Agency

The Manhattan Soap Company, Sweetheart and Coaline soaps, New York, has appointed the Peck Advertising Agency, Inc., of that city, to direct its advertising account. Newspapers will be used.

## How Agencies Charge Clients for Advertising Materials

THREE MINUTE CEREALS COMPANY  
CEDAR RAPIDS, IOWA

Editor of PRINTERS' INK:

Do most advertising agencies charge 15 per cent commission on engraving, art work, photographs, and similar expenditures in preparation for their client's advertising? I will appreciate it if you will tell me the prevailing practice.

RALPH H. CLEMENTS,  
Manager, Advertising & Sales Promotion.

THE prevailing practice in the advertising agency business is to charge the advertiser a commission of 15 per cent on all art work, engravings, electrotypes and printed matter that the agency buys for the client. This commission of 15 per cent is figured on the net cost of such materials. By net cost we mean the price charged less discounts that may be given by the seller. All advertising materials, of course, are the property of the advertiser.—[Ed. PRINTERS' INK.]

### A. L. Hecht, Vice-President, Bonded Radio Stores

A. L. Hecht, formerly general sales manager of the Perfection Radio Stores, New York, has been made vice-president of the Bonded Radio Stores, New York, a newly formed chain store organization. Charles B. Charmatz, formerly assistant to Mr. Hecht with the Perfection Radio Stores, has also joined the Bonded Radio Stores, as general sales manager.

### Appoints Kenyon Agency

MacDonald Bros., Inc., Boston, has appointed The Kenyon Company, Inc., Boston advertising agency, to direct an advertising campaign in magazines and financial papers. MacDonald Bros. Engineering Laboratories, Inc., organized to build and conduct an engineering laboratory at Detroit, has also appointed The Kenyon Company as advertising counsel.

### Cracker Jack Account to B. B. D. & O.

The Cracker Jack Company, Chicago, manufacturer of Cracker Jack, Angelus Marshmallows, Checkers, Chums, Coconut Corn and a variety of concessionaire pop corn products, has appointed the Batten, Barton, Durstine & Osborn Corporation of Chicago to direct its advertising.



**February 1st to February 8th:**  
**the San Francisco Automobile**  
**Show, where this rich, year-**  
**'round market derives fresh and**  
**forceful buying stimulus. . . . The**  
**San Francisco Examiner, entering its**  
**Golden Anniversary year, has enjoyed a**  
**full generation of undisputed leadership**  
**in its field. It is supremely fitted to translate**  
**this interest into dollars through its Special**  
**Automobile Show Number on Sunday, February**  
**2nd. . . . Forms close Wednesday, January 29th;**  
**early despatch of copy will be mutually advantageous.**

## **SAN FRANCISCO EXAMINER**

*One of the 28 Hearst Newspapers  
 read by more than 20 Million People*

**IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave.**  
**IN DETROIT: A. R. BARTLETT, General Motors Bldg.**  
**IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bldg.**  
**IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bldg.**



*Anonymous* is the customer, inscrutable his state of mind, inexplicable the buying impulse + A certain combination of characteristics and circumstances constitute a customer + We know the people who should buy, and why—but history and human nature both ignore logic. Pure reason with few exceptions is as inept as a stale mackerel in a fishmonger's window on Saturday morning. We rarely know the *real* reasons that result in a sale + Twenty years ago a certain cereal had a limited audience because of its high price + Then baby clinics began to recommend it to nursing mothers. Today its best sale is in the slums + A working girl cheerfully pays five dollars for fish-net stockings; a wealthy old woman grudgingly buys the cheapest sheets + One man likes a Cadillac because it is an index of his credit and a point of pride; another because it is a fine machine; a woman because she likes its upholstery, or because her neighbors have one; a college sophomore because it is painted red + A newspaper is read from habit, or because the boss reads it; for its weather reports or recipes; for a column or comic strip;

Jan. 9, 1930

for its  
merely  
the pro  
the go  
Sheets  
function  
lent ov  
satisfies  
cholog  
have th  
the cas  
is safet  
as poss  
opinion  
Th  
est mar  
of ten  
suburb  
sales. V  
more c  
cost +



for its erudite editorials or its classified advertising; or merely because it is convenient to hold and handle + And the product is indifferent, inarticulate. The cereal nourishes the gold spoon baby as well as the one in the ghetto. Sheets and stockings cover anybody's cuticle. The fine car functions as well for a careless car washer as for an opulent owner. The good newspaper attracts, serves and satisfies a universal audience + Out of all our sales psychology, only this we know: That when enough people have the same impression, opinion or idea about a product, the cash register rings, the dividends develop + So there is safety and sense in spreading a sales message as widely as possible. When it does not make customers, it makes opinion—which does make customers +

Thus the great value of The News in the country's greatest market: With its great circulation, reaching seven out of ten families in New York City, and one in five in its suburbs, it helps make majority opinion as well as volume sales. With its small page, it delivers the selling message more efficiently. With its low milline, it cuts the selling cost + Investigate!



**THE NEWS**, New York's Picture Newspaper

25 Park Place, New York

Tribune Tower, Chicago

Kohl Bldg., San Francisco

# A WELL DESERVED

# Popularity

The Popularity of

THE  
FARMER'S WIFE

in the farm home is well deserved. It is read from cover to cover by the farm wives in the rural districts, as hundreds of enthusiastic letters testify.

THE FARMER'S WIFE is 60% departmental. Its influence affects every phase of its readers' daily life. Their routine is lightened by its specialized information. Purchasing habits are modernized by its advertising pages.

THE FARMER'S WIFE has won an equally deserved popularity with the pre-eminent advertisers of nationally distributed products. Progressive manufacturers have met over 900,000 progressive farm women. Popularity is contagious.

## THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Advertising  
Office

1806 Bell Building  
Chicago, Ill.

Eastern Representatives

Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

EVE  
sin  
clearly  
ceived  
tion.  
quickl  
leads  
strang  
which  
prise  
do you  
that y  
is oft  
as list  
Con  
from  
in cot  
inferro  
ignor  
which  
the ide  
of att  
often  
grasp  
a com  
attempt  
matter  
intellig  
person  
the ex  
co-ord  
first h  
before  
holds  
many

Suc  
the Po  
"Stud  
ology  
tions,  
sight  
rank  
even t  
and s  
clear  
been p

This  
of thre  
ber 19  
under  
come T

# Yes, Copy Is Too Professional, But Why?

Herbert Spencer's "Study of Sociology" Provides a Copy Lesson

By Ed. Wolff

Treasurer, Hughes, Wolff & Company, Inc. (Advertising Agency)

**E**VEN in conversations about simple matters, statements clearly made are often misconceived from impatience of attention. The tendency to conclude quickly from small evidence, which leads most people to judge of strangers on a first meeting, and which causes them to express surprise when to the question, "How do you like so and so?" you reply that you have formed no opinion, is often betrayed in their habits as listeners.

Continually it turns out that from the beginning of a sentence in course of utterance they have inferred an entire meaning; and, ignoring the qualifying clauses which follow, quite misapprehend the idea conveyed. This impatience of attention is connected with, and often results from, inability to grasp as a whole the elements of a complex proposition. One who attempts to explain an involved matter to a person of undisciplined intelligence, finds that though the person has understood each part of the explanation, he has failed to co-ordinate the parts; because the first has dropped out of his mind before the last is reached. This holds not of listeners only, but of many readers.

\* \* \*

Such are the opening words of the Postscript to Herbert Spencer's "Study of Sociology." Since sociology is the study of human actions, and since Spencer's vivid insight into the subject continues to rank him as a leading authority even to this day, possibly no briefer and stronger reason for simple, clear advertising copy has ever been penned.

This article was inspired by a group of three articles published in the December 19, 1929, issue of *PRINTERS' INK* under the title: "Has Advertising Become Too Professional?"

And now to apply this general principle to concrete cases. The question may well be asked, "Why do people read advertising copy at all?" And the answer must be, "To gain information about merchandise or service."

Once we change our point of view, thus, to that of the reader, there is an immediate perception that, to be fully effective, copy must be so worded and so presented that the majority of possible readers may understand it clearly and quickly. Nay, more—it must be such that there is slight, if any, chance for readers to jump to false conclusions from the first few phrases.

In a current magazine I find two advertisements for different articles offered for one particular purpose. The first begins thus:

## YOUR HAIR

### CAN'T STAND THIS DAILY ABUSE

The almost universal habit of slicking the hair with water is part of our modern craze for speed. A dash of water—a few strokes of the comb—and we are ready for the day. But it's bad—bad—bad for the hair, as many a baldheaded man can mournfully tell you.

I like that last sentence; don't you? It is clever in its subtle warning. You have now read half of the descriptive copy in this advertisement. Compare it with the opening of its rival:

## DANDRUFF

### A SURE WAY TO END IT

There is one sure way that never fails to remove dandruff completely, and that is to dissolve it. Then you destroy it entirely. To do this, just apply a little . . .

I have space for but one more parallel. Here's one opening paragraph:

Tiny fragile webs, weaving a setting for your eyes—so filmy as to be forgotten by thousands of otherwise lovely women. Yet, so vastly



important as to affect the color, expression—even the size of your eyes.

And a competitive product, two pages farther on in the same publication, opens its plea thus:

The natural expressiveness and charm of Irene Rich's eyes is accentuated and made to "register" by the lovely dense fringes she makes of her lashes with X-lene. Your eyes, too, have expressiveness, etc.

Was Spencer correct in stating that "even in conversations about simple matters, statements clearly made are often misconceived from impatience of attention"? Then which of the quoted bits of copy are most likely to escape being misconceived through impatience of attention—the direct or the indirect?

In these examples, there is no attempt to pass judgment on the comparative excellence of competing copy. In fact, I purposely chose what I considered two of the best advertisements in their respective fields. I am simply presenting really good material to aid you in forming your own conclusions.

#### **What Does "Professional" Mean?**

And here we may profitably consider the exact meaning of the word "professional." As used in these discussions, we can perhaps agree that it denotes preparing advertisements too much from the viewpoint of the writer as compared with that of the reader. The very definition sounds like an indictment. Yet the custom is so prevalent as to bring three manuscripts on the subject in one week to the editorial desks of **PRINTERS' INK**. And a procedure so general must have as its origin something which favorably commends it to many minds.

This favorable factor not improbably may be suggested as a form of that widespread impatience with which this article opened. All of us can readily appreciate the mental weariness of the writer who is called upon to say the same thing over and over again. His mind instinctively turns toward different forms of expression. Add to this that his copy

chief, in many cases, constantly demands, "a fresh copy slant." And, back of both, we can easily visualize the advertiser himself spurring this urge for novelty in presentation by saying, "We've told 'em this several times already. Can't you dig u, something new?"

Something new! Fresh copy slants! Is it any wonder that the tortured writer turns at last to something that will get by rather than something which will probably sell the most goods? Is it any wonder that harassed minds reach down into the bag of professional tricks for a presentation which will win an O.K. rather than one which will repeat a simple story in a simple but previously used way?

Just because a story has been told in a given manner once or twice or three times does not necessarily impair that manner's efficiency or value. There are advertisers so fully convinced of this fact that they have not changed their copy for years. But these are in the minority. We may state with fairness that many, many advertisers practically demand constant change. And how can these ever-fresh changes come about? Only by first exhausting the reader's point of view and then, of necessity, adopting that of the advertiser or devising an indirect attack instead of the naturally direct.

And we must admit, in fairness, that there are copy writers whose natural inclination tends towards the spectacular, the different, for the mere sake of differentness.

But now, for an illustration of the value of the simple, the direct, consider these facts and the copy that sprung from them. It is stated on medical authority that ringworm of the toes, under various names, is the most widespread of all ailments. The symptoms are a tormenting and almost continuous itching. Among others, golfers suffer from it. In the January issue of a golfing publication, a copy man who believes in direct simplicity has published this:

#### **TOES ITCHING AGAIN?**

USE **PODENE**  
Sprinkle Podene (Powder) on toes and the itching stops, usually



**1929** was the most successful year in the history of True Story Magazine.

Advertising revenue for the twelve months just passed was 15 per cent greater than for the same period in 1928.

The total advertising lineage exceeded that for the previous year by 20,620 lines.

The prospects for 1930 are equally as bright. Advertising revenue for the first three months of 1930 is 9 per cent above the same three months of 1929.

The February issue of True Story, on the newsstand now, is one of the largest issues we have ever published; 40,000 lines of advertising—more than 90 pages.

Each month many new advertisers take their place in True Story alongside the hundreds of other advertisers who have been using True Story successfully for years.

These new advertisers are entering a market of 2,000,000 young Wage Earner housewives who have more money to spend than ever before. They are just becoming national brand conscious.

That's why national advertisers are setting new records with their advertising in True Story.

**TRUE  
STORY**

**THE ONLY MAJOR MAGAZINE  
CONCENTRATING IN  
THE WAGE EARNER MARKET**

in 5 to 25 minutes. Swelling and blisters disappear over night. In three days you are healed.

Neat in use. Can not harm any hosiery. Must heal or your \$1 back.

Only if you have lain awake at night, unable to sleep because of itching toes, can you completely appreciate how this text effectually covers every symptom and disposes of it in a manner that arouses the desire to buy Podene right away. Other products, advertised for the same ailment, go into more or less lengthy, more or less scientific discussions of the prevalence of this disease and its underlying germ. This writer argued that a man whose toes are driving him frantic doesn't care whether he's the only man in the world so afflicted, doesn't care whether it is due to a germ or to wearing red neckties—that such a patient's chief interest lies in getting rid of his torment in a hurry.

Read that piece of copy again; does it leave anything untold? Anything that will sell the product, I mean. Doesn't it start right off with the words, "Itching Toes"? Doesn't it tell the name of the remedy, what the remedy will do, how soon it will do it, the price, and certain incidental advantages? Well, what more is there to say?

It has not yet been proved that this initial piece of copy will pull satisfactorily. It will be interesting to watch whether it is soon changed. And, if so, to speculate whether the returns were not profitable or whether it was the copy man, the copy chief, the contact man or the advertiser who initiated a fresh slant.

Is it not generally acknowledged that the best possible form of advertising is word-of-mouth—one enthusiastic and disinterested user recommending the article to another? How does he do it? By the simplest, most direct way that occurs to him. He says, "Do your toes itch, too? I'll tell you what cured me. It's the best dash-blank stuff I ever used. It stops the itching right away. The swelling, too. Cured me in three days. The name is thus and so. It costs a

buck." And no matter how many times he suggests that remedy to his friends he uses almost the same words.

For most people speak their thoughts just as the words occur to them. And, because mental operations are so similar among almost all of us, we understand each other when the sentences that we hear are short, simple, direct; we then escape that misconception due to impatience of attention. As soon as we make our sentences long, our words polysyllabic ("double-jointed" is a more vigorous and more used term), just as soon as we express ourselves by indirection, we run the risk of losing the force of our statements.

And that goes, whether we're talking or writing.

Yes, copy today—much of it—is too professional. In its text, in its layout. It doesn't talk the language of the average reader. And, because readers talk as they think, it asks the reader to adopt unaccustomed mental processes in order that he may understand the message. Will he do it? Why should he?

Fully granting the exceptions like perfumes and some others, I venture to assert that the advertisements which have pulled, the advertisements which are pulling, the advertisements which will pull hereafter, will all be found to share one characteristic in common—they avoid readers' misconceptions due to impatience of attention. Which is a way of saying that they are presented in a form which enables the average reader to understand their message promptly, and with sufficient urge to lead him to buy.

That is, they think as he thinks, talk as he talks. They are simple and direct. They lay their stress on the message, not on the messenger.

### J. T. Milliken, Jr., Heads "Western Architect"

J. T. Milliken, Jr., formerly with *American Miller*, Chicago, is now managing editor of *Western Architect*, in which capacity he will supervise business and editorial activities of that publication.

Liberty December 20, 1929

**Matched, Balanced Lifetime® Gift Sets—the ensemble idea**

These beautiful utilities match in line and color, as personal accessories should in this day of harmony in dress. The set includes the new, little pencil for left, hand and formal wear. Inbuilt Balance gives each its graceful lines and an easy feel that makes writing swift and effortless. For the owner's whole life long Lifetime pens are guaranteed to perform like new. See and try them. Then you'll know why Sheaffers outcall all others!

No better value anywhere

**SHEAFFER'S**  
PENS-PENCILS-DEER-SHARP

125 YEARS FOR COMPANY - FOUR HUNDRED YEARS FOR U.S.A.  
Sheaffer Pen Co., 40 Columbia, Chicago, Ill.      144 225 Street, New York, N.Y.  
London, England      111, Regent St., London, W.1

**THE W. A. Sheaffer Pen Company** have been consistent users of four-color space in Liberty since 1925. They will again use Liberty pages in 1930, to suggest Sheaffer pens to the 2,250,000 people who buy this magazine every week.

Biggest newsdealer circulation of any magazine.

**WRITERS . . . . .** in the January issues of Liberty:

Cosmo Hamilton, Colonel Givens, Gilbert Frankau, Vachel Lindsay, Mary Brush Williams, Princess Alexandra Kropotkin, Gen. Henry J. Reilly, Lorimer Hammond, Elizabeth Sanxey Holding, John N. Wheeler, Anna Steese Richardson, Frederick Palmer, Fred Niblo, Elliott White Springs, Robert W. Chambers, George Trevor.

**Liberty**  
*of Weekly for Everybody*

# Meet the Wife . . . a quorum of One

**C**LOTHES for Junior—a tie for Dad—or a motor car for the whole family . . . it's the wife's vote that carries the day. Her likes and dislikes dictate. Her judgment is accepted. She's the world's greatest purchasing agent—a quorum of one.

Realizing that they must win her approval before they can hope for her vote, advertisers try to concentrate in the paper she reads—a home paper.

But how determine that home paper?

In some cities, a comparison of daily circulations may suffice. *But not in Boston!* The only sure way to select a home paper in Boston is to compare *Sunday* circulations. With thousands of commuters carrying papers into town and out of town—with two combination morning and evening papers in the picture—daily circulation figures cannot prove home strength. Sunday figures can.

One Boston paper loses 20% of its daily circulation on Sunday in the Boston Trading Area. Another loses 53%. No other paper picks up this loss! Obviously here is a large en route circulation . . . train . . . trolley . . . bus.

The Sunday circulation of the Boston Globe is the same as

its cir  
of Bo

Edi  
ago a  
and c  
tising  
These  
and h  
all pu  
bookl  
We sh

T H



its circulation the other six days. Here is the true home paper of Boston—a paper read at home seven days a week.

Editorial reasons? . . . A woman's page established 35 years ago as the first woman's page in America . . . selected school and church news . . . the largest volume of local store advertising carried by any Boston paper . . . more local news . . . These features help make the Globe the favorite home paper and hence a direct advertising appeal to that most powerful of all purchasing agents, the wife. The whole story is told in a booklet, "Reaching Buying Power in the Boston Market." We should like to send you a free copy.

THE BOSTON GLOBE

---

# YOUTH *and* The Booth NEWSPAPER AREA of MICHIGAN



FOR several weeks past various industrial activities of The Booth Newspaper Area have been discussed. This week a new phase of The Booth Newspaper Area market is featured—an industry of youth and learning.

Ann Arbor, Michigan with its great University of Michigan and thousands of students, presents an opportunity for an appeal to youth equaled by few American Cities.

Test campaigns in The Booth Newspaper Area have the advantage of reaching a varied market—sufficiently varied in type and size to afford a true cross-section test. The varied industrial activities of this market is another important advantage.

In all Booth Newspaper cities similar rules apply in regard to merchandising service, the same national representative will clear the business for all cities and a small sales crew can be used and routed from one center to another—the advertising being released a section at a time.

Grand Rapids Press  
Flint Daily Journal  
Saginaw Daily News  
Kalamazoo Gazette  
Jackson Citizen Patriot  
Bay City Daily Times  
Muskegon Chronicle  
Ann Arbor Daily News

Combined Net Paid  
Circulation

**281,668**

As made to A. B. C.

For Period Ending  
September 30, 1929

I. A. KLEIN  
Eastern Representative  
50 E. 42d St., New York

J. E. LUTZ  
Western Representative  
180 N. Michigan Ave.  
Chicago

**BOOTH NEWSPAPERS, Inc.**

Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed

A Tex

ART  
cu  
today  
someth  
man ex  
evidenc  
about i  
the ex  
from t  
furnitu  
—even  
hibits a  
persist  
duction  
ment fo  
dent in

It is  
which  
still be  
business  
mand  
articles  
that it  
the mo  
things.  
told, it  
value,  
is an a  
mental  
facturin  
from go

One  
view to  
of a sy  
mercial  
bankers  
recogniz  
their ex  
business  
Americ  
failed  
new for  
human  
pression  
recogniz  
the adv  
in indus  
markets  
ones w  
plete.

The  
done by

# Industry as an Art

A Textile Manufacturer Tells How the Desire for Better Designs Has Come to the Masses

Based on an Interview by Wm. A. McGarry with

**Bernard Davis**

President, La France Textile Industries

ART in industry is being discussed in the United States today as though it represented something absolutely novel in human experience. In spite of the evidence to the contrary lying about in every museum devoted to the exhibition of useful articles from times past—such as rugs, furniture, china, metals and fabrics—even those who use these exhibits as the basis for modern copies persist in referring to the introduction of art as a new development for which there is no precedent in commerce.

It is this attitude, no doubt, which gives rise to the prediction still being heard from capable business men that the current demand for beauty in all sorts of articles is a passing craze, and that it has no permanent place in the modern economic scheme of things. For the moment, we are told, it may have a commercial value, but the idea that industry is an art and that art is as fundamental to its products as manufacturing and selling is still far from general acceptance.

One may challenge this point of view today with some confidence of a sympathetic hearing in commercial circles, and even the bankers at last have begun to recognize that a factor new to their experience has entered into business. In my opinion, however, American industry as a whole has failed to note how deeply this new force is rooted in the ancient human hunger for æsthetic expression. So long as it refuses to recognize this fact it follows that the advantage to be taken of art in industry in the building of new markets and the widening of old ones will be limited and incomplete.

The account of what is being done by the corporation of which

I am president in helping furniture dealers and manufacturers to expand their markets and to get better prices for their products would be equally incomplete if it were confined to methods and ignored the underlying conviction responsible for them. In the conduct of the business—particularly in distribution—we have found it expedient and profitable to reverse many of the accepted maxims of the textile industry. But that is because we try to run the business to meet conditions as they are, and not in accordance with tradition.

When the La France corporation was established ten years ago one of the most firmly intrenched traditions was that classical designs in hand-woven tapestries were not used as popular furniture coverings. At that time I had been experimenting in a small furniture factory in Frankford, (a section of Philadelphia famous the world over as a textile center). In addition to my engineering education I had more experience in art than matters commercial, and it was only natural that I should seek an outlet for my tastes in the products of the furniture factory. The impulse was as old as man.

## *Art Forgotten*

The attempt to satisfy this impulse, however, soon brought me to the conviction that mass production had begun to defeat itself. Here in the United States, for the first time in history, we had become so intent on efficiency that we had forgotten all about art. This movement really began with the opening of the factory era in England, but it was in this country that it was carried from textiles into all other industries. Physical utility became the sole aim, and for a time it might have



been argued with reason that ugliness was at a premium with us.

Expansion of industrial enterprise went on, nevertheless, without interruption as new masses of our population were lifted out of the peasant class and became able to buy articles far beyond the reach of comparable groups in other countries. Then production began to catch up with consumption, and people who could find substitutes for almost everything started to use the same selection that had marked the buying of the wealthier classes through all ages. High wages and reduced working hours contributed to this development, and so did the extension of public education to all the people.

By that time most industries had cut certain channels for themselves, and it became difficult to make them see that new ones were needed. We found that 90 per cent of the United States output of the kind of tapestries we sought for the making of more artistic furniture was manufactured in Philadelphia, but since the designs of worth were few and in qualities out of reach of average consumers we could not procure what we wanted. The looms were set up to manufacture fabrics in stereotyped designs for other purposes than we had in mind. To make what we wanted would have required change. Even then there was a great over-production and a greater excess capacity, but the industry stuck to its traditions.

When we could not induce any of the existing manufacturers even to experiment for us, the La France Textile Industries was established to make its own products. Since then our one continuous problem has been to keep pace with the demand. We are now operating three mills in the United States and one in Canada, and during the last year we have established a plant in France. Since we began with the conviction that modern business divides itself into three parts of equal importance—art, manufacturing and selling—we have had no great difficulty in taking advantage of the economies of mass production. The conflict be-

tween art and mass production develops only when art is an afterthought.

In our experience what had come to be regarded as a conflict was really only a gap that was easily bridged. We found at the inception of the business that some of the best designers knew very little about the technique of the Jacquard machine, while experts in production were equally ignorant of proper application of design. Similarly, in merchandising, there was a wide gulf between the distributor and the consumer. Textiles for decorative purposes were still being sold under the display conditions that prevailed in the retail shops at the beginning of the century before John Wanamaker eliminated the clerk in sideburns and swallowtail coat standing mournfully beside a long, poorly lighted counter piled high with goods. The customer, seeking decoration along with utility, was shown bolts of goods. The seller thought no more of the use to be made of the product and of the environment in which it was to be used than if he were selling a bag of oats.

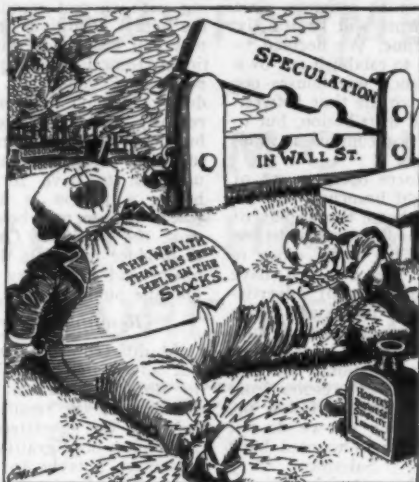
#### *Bridging the Gulf Between Distributor and Consumer*

Having brought designer and machine expert together so that each would function with an understanding of the creative possibilities and limitations of the other, we set out also to bridge the gulf between distributor and consumer. Our first showroom was several times larger than the factory. It was designed and equipped to display our products against the types of background for which they would be acquired by the customer. We sell primarily to furniture manufacturers, decorators and department stores and do only a wholesale business, but even those among our customers who had been most backward in the modernization of their display facilities responded to the eye appeal we had created.

Moreover, they responded more or less uniformly throughout the year. It should be noted that the bulk of all textiles in the divisions



Just Wait Until He Gets the Circulation Started



Cartoons by Gale—a daily *page one* attraction in the Los Angeles Times, by one of its nationally-famous staff artists—Ted Gale. Another “built-for-its-field” feature that gives The Times its distinctiveness—local appeal—and the largest home-delivered circulation on the Pacific Coast.

# Los Angeles Times

*Eastern Representatives:* Williams, Lawrence & Croemer Co., 260 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. *Pacific Coast Representatives:* R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

in which we are interested had been sold previously through jobbers, and seasonably. Shows are held in the spring and fall, and buyers endeavor to estimate what their requirements will be for six months at a time. We decided to sell direct and to establish our own stores and branch warehouses not only to cut down the time between production and distribution, but to open the door for continuous timeliness in design.

Our sales force operates out of the twenty-eight branches, and endeavors to duplicate the display of our products under the conditions maintained at the home office in Philadelphia. We are and have been consistent users of advertising in the trade press, and twice a year we publish a magazine containing illustrations in color of our most recent productions. But we do not expect to get results from the advertising without follow up, and in the follow up we do not depend on the time-honored hand size samples. Salesmen carry swatches of the materials they are offering, so that the furniture manufacturer or upholsterer may see for himself how it will look in place.

Since we must depend on mass production for the price maintenance of most of our lines, we do not go in for novelty as such. But as an indication of how far we are willing to go to keep abreast of new trends it may be said that we have produced new designs and kept them for nearly two years anticipating changes in styles of furniture. The production of new designs is a continuous process. Our lines are subdivided into national, territorial, special and custom numbers. The national numbers include types used on standardized furniture for sale in all parts of the country. After we had opened our California branch we had a demand for designs suitable for Spanish types of furniture, and that roughly describes the territorial. The special numbers are those offered as distinctive with one manufacturer in a given district, and the custom numbers are virtually made to order and are exclusive to the buyer.

The point of all this, insofar as the furniture dealer is concerned, is that we try to make available for him materials that are in keeping with current trends and with the actual conditions in his territory. In connection with the National Home Furnishings Campaign now being conducted by the industry, Adolph Karpen remarked recently that "In the furniture business we have been emphasizing price and terms, and most of us seem to have forgotten that before a person is interested in price and terms, he must first want the product." Our policy is to produce materials that the furniture and upholstery dealer will find the public wants.

#### *Resultful Advertising*

At different times we have put out advertising material designed to improve merchandising practices among the retailers of furniture and the upholsterers. The response has been gratifying in many instances, notably to articles appearing in our magazine such as one describing the decorative placing of chairs and other furniture in various rooms. Unquestionably there is room for a vast improvement in the display of furniture, but since we cannot change that overnight we do the best we can through suggestions made by our salesmen. A dealer who buys a new design for a specific purpose is more than likely to use, in showing it to his customers, the method of display that called his attention to its attractiveness.

We do not go in for dealer helps as a rule because in our opinion you cannot lay down a standardized method of displaying products depending to any great extent on their art appeal. The architecture of the store, the lighting, the coloring of walls and woodwork and innumerable other factors must be taken into consideration. Our salesmen are trained in effective display and we make a point of offering their services and suggestions to our customers. When we create new designs, it is always with a specific use in mind, and we take pains to make sure that the sales organization has a thorough under-

**170,000 FARMERS****MADE MONEY****FROM THIS ONE****FEATURE ARTICLE**

A single article describing the Hendriks' method of feeding baby chicks appeared in Capper's Farmer three years ago. Since then, more than 170,000 farmers have requested and received a copy of this article. And the savings they have effected by using the Hendriks' method to reduce losses in baby chicks run into millions of dollars.

**CAPPER'S FARMER****ARTHUR CAPPER****Publisher****TOPEKA, KANSAS****Guaranteed Circulation 925,000**

# KEY WOMEN



**K** EY WOMEN—women who know how to dress well and live well.

Sell them and you sell the women around them. More than that, you get quick entrance into the shops that direct their sales efforts to winning the trade of influential women.

These, the key women of every community, will exercise a mighty influence in the spending of the 35 billion dollars women will pay to retailers during 1930. They have high standards of living to maintain. They have stabilized incomes. Their wise yet liberal spending will send waves of buying through every market center of the country.

Good Housekeeping, interested in merchandise because of what it will do to enrich and broaden the lives of its readers, has become a magnet for progressive women. They spend 25 cents for it because it is unique in its interest, scope, authority. It plows deep editorially that its advertisers may reap.

Any manufacturer not yet advertising in Good Housekeeping may determine its national sales-making power by asking Good Housekeeping advertisers, by inquiring of progressive dealers; by asking the key women of his neighborhood.

G

ERYW  
A G A

CHICA



*Before shopping, she scans  
her buying directory.*

# Good Housekeeping

EVERY WOMAN'S  
MAGAZINE

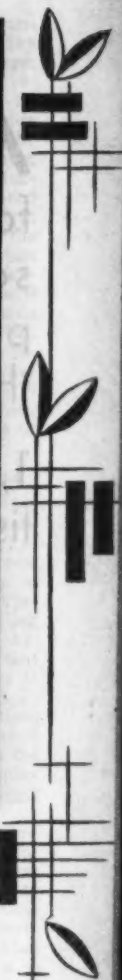
NEW YORK

BOSTON

DETROIT

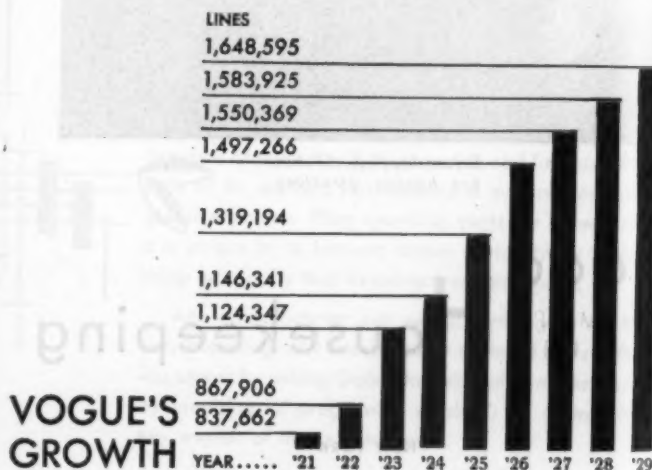
CHICAGO

SAN FRANCISCO



**A**dvertisers have found the Vogue market so tremendous in its purchasing power that they used ...

1,648,595 lines of advertising in Vogue in 1929.



standing  
to the

In a  
zine  
the m  
by th  
be of  
reser  
what  
in fur  
indust  
better  
"leade  
indust  
future  
who  
servic  
surviv  
place  
mand  
chang  
widely  
niture  
must  
monie

It  
that  
for a  
in all  
my o  
sion  
the m  
is a  
it is  
the c  
merch  
a cust  
ing f  
learn  
childr  
when  
go els

The  
furnit  
all it  
limite  
times  
althou  
misno  
for a  
and c  
into  
of ou  
for p  
be an  
The  
custo  
by in  
ties i  
and g  
volum  
In

standing of how it may be used to the best advantage.

In a recent issue of our magazine I made the suggestion that the national survey being made by the furniture industry would be of greater help if it included research on such subjects as: 1—what are the homemaker's desires in furnishings, and 2—how can the industry serve the homemaker better? It was stated also that "leaders in the home furnishing industry are agreed that the near future will see only the merchant who offers sound, authoritative service on home making problems, survive the changes now taking place in the industry." The demand for color is one of the changes which has been rather widely recognized, but if the furniture dealer is to profit by it he must learn more about color harmonies.

It is still true, unfortunately, that ghastly things may be sold for a price in furniture as well as in all other industries. But it is my opinion that with the expansion of prosperity and education the market for this sort of thing is a disappearing one. Moreover, it is only in rare instances that the customer for any kind of bad merchandise may be retained as a customer. In the continual striving for something better, he will learn from his fellows and his children what is in bad taste, and when he is able to replace he will go elsewhere.

The textile industry, not only in furniture and upholstery but in all its branches, offers an unlimited field for the process sometimes described as trading up, although I think the term is a misnomer. One expects to get more for a product if more thought and care and skill have been put into it. A very large proportion of our population must still buy for price, but a textile need not be an atrocity because it is cheap. The industry may trade up the customer's taste for better things by improving designs and qualities in the lower priced materials, and get its return out of greater volume.

In the attempt to keep their en-

terprises adjusted to changing conditions it has struck me that many business men are prone to forget that these changes are but a reflection of the new conditions of life. Our population shifts more than any in history. People in the mass no longer have room to store their furniture when they refurnish, yet they are more inclined than ever to keep up to date in their interior decoration, and the shifting from city to suburban homes makes for a constantly expanding market. As has been pointed out, too much emphasis is placed on price and terms. In most instances they were designed for a time when a worker settled down to spend his life in one dwelling, and the furnishing of a home was for the lifetime or most of it.

#### *Furniture in Constant Demand*

That is one of the reasons for the seasonal holdover in furniture and other industries catering to the home. It may still be true that most weddings take place in the spring and fall, but the experience of our company in leveling up the traditional depressions between seasons is an indication that a vast quantity of furniture is in constant demand at all periods of the year, and that the fluctuations of the industry are not governed by the marriage statistics. Yet the majority of dealers still display whole suites rather than single pieces or groupings.

A wider knowledge of the importance of art in home furnishings will correct this error. After all, the industry does not have to sell the idea of furnishing a home to its customers, and particularly to newly married couples. What it must sell and deliver, if it is to prosper, is the idea of beauty and artistry in home furnishings and decoration. Obviously, the first step in that direction must be to seek beauty in the arrangement of display rooms, rather than the mere crowding together of as many pieces as possible. The furniture dealer and upholsterer must learn a lesson from the nationally famous jewelers and silversmiths.

We have spared no pains or ex-



pense in our designing department to get the very best men and women obtainable. But we should not expect them to achieve the results we get if we did not furnish them with an artistic environment in which to do their work. Many of our designs originate in the La France Art Institute, founded for the purpose of bridging the gap between the artist and the producer in the textile and all other industries, and to assure a supply of designers for the industrial demand that is now only beginning.

### A. M. Staehle, Sales Manager, "Coal Age"

A. M. Staehle, formerly assistant sales manager of *Coal Age*, New York, has been appointed sales manager of that publication. He was, at one time, with the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa., in charge of industrial division advertising and, more recently, engaged in field sales work in the Atlantic district for the McGraw-Hill Catalog and Directory Company.

### To Publish "Airplane Servicing"

*Airplane Servicing*, a new industrial publication covering the airport repair shop field, will make its appearance in February. The new paper will be published by Harry Schwarzschild, publisher of *Airports*. John P. Robertson will be editor. W. F. Kentnor will represent the new publication at Chicago. The size of the magazine will be nine by twelve inches. It will be published at Flushing, Long Island, N. Y.

### Appoint J. D. Bates Agency

The Salisbury Brothers Furniture Company, Randolph, Vt., manufacturer of colonial furniture, and Sprague & Carlton, Inc., Keene, N. H., Solid Comfort porch chairs and "Candleback" living room and sun room furniture, have placed their advertising accounts with the J. D. Bates Advertising Agency, Springfield, Mass. Magazines, business papers and dealer helps will be used.

### Ceco Radio Tubes with J. Walter Thompson

The advertising account of the Ceco Manufacturing Company, Inc., Providence, R. I., Ceco radio and power tubes, is now being handled by the J. Walter Thompson Company, Inc.

### Appoints Small, Spencer & Levings

The Wakefield, Mass., *Item* has appointed Small, Spencer & Levings, Inc., publishers' representative, as its national advertising representative.

### Dates Set for Retail Dry Goods Convention

The nineteenth annual convention of the National Retail Dry Goods Association will be held at the Hotel Pennsylvania, New York, February 3 to 7. The keynote of the convention will be "The Merchants' Part in Stabilizing Business." Under this heading the convention will discuss how retailers can aid in economical production and distribution; the true function of the retail store and its place in the community; effective merchandising and efficient operation in meeting consumer demand through "store-mindedness"; the interdependence of functional divisions of the store in successful retailing, and store-wide co-operation as a means of effecting scientific control in reducing expenses and of eliminating waste.

### T. J. Morris Retires from "People's Popular Monthly"

Thomas J. Morris, co-manager of the Western office, at Chicago, of *People's Popular Monthly*, Des Moines, has retired from active work after twenty-five years in the advertising representative business. He has also been associated with the Chicago offices of *Farm and Fireside* and the *Associated Farm Papers*.

His retirement leaves Wilson B. Wadsworth as manager of the Western office of *People's Popular Monthly*.

### T. G. Hereford with Time-O-Stat Company

Thomas G. Hereford, previously advertising manager of the Finnell System, Inc., Elkhart, Ind., has joined the Time-O-Stat Controls Company, of that city, manufacturer of automatic controls, mercury switches and unit heaters, as advertising manager. 1930 Time-O-Stat advertising will appear in magazines and business publications. Direct mail will also be used.

### C. J. Hauk, Jr., Joins W. F. Powers Company

Charles J. Hauk, Jr., for the last year engaged in advertising and marketing research with Corporate Advisers, Inc., New York, has joined The W. F. Powers Company, lithographer of that city, as a marketing consultant. He was the organizer, in 1922, of the Adsealit Corporation, New York, which he sold in 1926.

### RCA-Victor Appointments

E. K. MacEwan, formerly secretary of the Victor Talking Machine Company, has been made secretary of the RCA-Victor Company, Inc. Francis S. Kane and Walter H. Hunt have been appointed assistant secretaries. Paul G. McCollum has been made assistant comptroller and Robert P. Alexander, Eugene F. Haines and Cornelius G. Terwilliger, assistant treasurers.



A dvertising is  
a business too—  
and advertising men  
will want to read  
"When Advertising  
Goes Abroad It Must  
Go Native." in the  
January 8<sup>th</sup> issue of  
The Business Week

# Are Department Stores Over-Organized?

This Executive Says, "Yes," and Adds That This Condition Interferes with Profits of National Advertisers

By a New England Sales Manager

OUR organization for a number of years has prided itself on its varied types of co-operative helps for dealers. One of the most effective of these has been a demonstration week tied up with a special sales event. It has been particularly effective in moving our product for department stores.

Recently we arranged such an event for a department store in the South. First our salesman talked with the buyer, the merchandise manager, the advertising manager and the credit man. All of these agreed that the event as outlined would be an excellent thing for their store. We received an order for sufficient merchandise for the store's stock and made complete arrangements for sending a demonstrator and for furnishing display material. We also arranged for special advertising, we to bear half the expense.

Two weeks before the event was to take place we notified the store that everything had been shipped and that our demonstrator would be on the job for the opening of the sale. A week before the event we sent a letter giving final instructions and on the Saturday preceding the event, which was to open on Monday, we sent a special wire announcing that the demonstrator was on her way.

Monday dawned and our demonstrator arrived. She found that the merchandise had not been unpacked, that no display window had been given our product, that no advertising campaign was running, and that a special all-store sale had relegated our product from its rightful place on the ground floor to a place on the third floor.

By Thursday she had succeeded in getting a display window and some advertising. It was too late, however, to accomplish much. At

the end of the week total sales were less than \$400 and the event was a failure.

The week previous she had staged a similar event in a city a few hundred miles distant. There she had received the co-operation we desired and total sales ran much over \$2,500. Time and again we had proved that this figure was not out of line for a medium-sized store and usually it has been pushed much higher. Therefore the failure of the event in this Southern store was due entirely to something lacking in the department store itself.

## *Something Vitally Wrong*

I have given this story in some detail because it is being repeated with what we believe is unnecessary regularity and because it is typical of the experiences of several other sales executives of my acquaintance. It is evidence, I believe, of something which is vitally wrong with the present organization of the average department store. That something is hindering the national advertiser and, I believe, is costing department stores hundreds of dollars.

Using the incident as typical let's analyze what happened. We never undertake any co-operative work unless everyone in a department store who is connected with the sale of our type of merchandise is thoroughly behind the idea. We talk with the buyer and the merchandise man always. Naturally we seek the co-operation of the display man and the advertising manager, because we will not conduct an event without their backing. In this Southern store every individual we interviewed promised faithfully, even enthusiastically, to co-operate. Yet when the time came for co-operation not one of

# TENNESSEE

**INDUSTRIAL vortex of the middle south—logical clearing house for one of the richest, most significant sections of America—41,211,000 people reached within 500 miles.**

**There is no better way to impress this vitally important market than through Packer outdoor advertising—an intelligent, highly specialized service available here, as in fifteen other states.**

# PACKER

**Executive Offices:      Operating Office for**  
**UNION TRUST BLDG.      TENNESSEE**  
**CLEVELAND, OHIO      CHATTANOOGA**

M E E T S      A N D      K E E P S      T H E      F A M

# Many a chef's heart beats beneath a business suit

**T**IE an apron around his waist and dad becomes the autocrat of the kitchen. Arbiter of the family cuisine, he knows good food whether he can cook or not. His judgment is often influenced by gustatorial expeditions through the pages of *Better Homes and Gardens*. Here's an all-round family medium that reaches tens of thousands of amateur chefs who never crack a woman's magazine or delve into a cook book.

Most of these men will admit that the chef at the Ritz has little on them—and many prove it with tempting dishes gleaned from the cooking pages of *Better Homes and Gardens*. It's simple, they find, to learn a new menu while apparently absorbed in reading the mysteries of rose culture.

There is yet another school of male cooks whose abilities are largely imaginary. The family must eat their dietetic mistakes and like them. In spite of failures their interest in cooking is sincere and their influence on food purchases great.

Without benefit of fiction or fashions, *Better Homes and Gardens* has won a place in the hearts of more than 1,375,000 prosperous American households. It meets and keeps the family mentally at home. Advertising results are prompt

I N T O      1,375,000      G A R D E N E D      H O



and sub  
buying  
ers—as  
profitably  
family  
by cons  
of Bet  
and Gar

FAMILY MENTALLY AT HOME



and substantial because gardened homes are badges of buying power. Food and kitchen-equipment manufacturers—as proved by scores of other successful advertisers—can profitably capitalize family interest by consistent use of Better Homes and Gardens.

BETTER HOMES  
& GARDENS

HOMES EACH MONTH

those individuals was of any help. Their only excuse was that the store-wide event interfered. We checked up and found that the store-wide sale had been planned for weeks before we presented our proposition. As yet I can see no possible excuse for the store's going back on its promise.

The failure of this particular event cost our company nearly \$300. It cost the department store at least \$2,100 in total sales and, let us say, a net of \$800, although that figure is probably a low estimate. Eleven hundred dollars lost because of a lack of something in the department store. Multiply this by the number of times this same thing happens in stores in all parts of the country, not only to our sales plans but also to the sales plans of other manufacturers who are as well established as we are.

The reason I am writing this article is because recently we made a very careful check of the special sales events which we have conducted during the last year or so. In this analysis we checked carefully every figure to find out just how much co-operation we had given and how much we had received. We analyzed successful events as well as those that had been unsuccessful. It is significant that in almost every case where a store did as we advised the event had been a success with much profit to the store. The only exceptions were due to poor business conditions in certain cities. On the other hand in no instance was the event a success where our plans were only partly carried out.

Frequently in this analysis I find such notes as "Merchandise not unpacked," "Display material not unpacked," "Co-operative advertising not run." With surprising frequency I find comment that "Buyer did not co-operate," or "Merchandising manager did not believe event would succeed," or "Advertising manager would not run advertising because of predetermined policy." What a comment on store efficiency when one realizes that in every single instance each individual had promised co-operation.

Sometimes I have been harsh enough to lay the trouble to a lack

of honor, to an utter lack of ethical sense. Why should responsible business men promise to do something that they do not intend to carry out? Why should they put a manufacturer to extra expense when they know that the money will be wasted?

The truth, however, is probably not in any lack of honor but rather in the fact that the department store of today is over-organized. Elaborate systems of sales control, multiplication of the individuals responsible for the success of each department with an attendant multiplication of praise or blame, coupled with a cry for volume, all are militating today against the success of co-operative help from manufacturers.

Add to this the aversion of many well known department stores to advertised merchandise and you have a condition which is dangerous not only to the manufacturer but also to the department store.

Much has been written in *PRINTERS' INK* about the discourtesy shown salesmen by department store buyers. This discourtesy is, I believe, just another symptom of a basic bad condition again due to over-organization and poor co-ordination.

Sometimes we find that jealousy between buyer and merchandise man militates against us and therefore against the store. Again we find a credit man, with a narrow policy, refusing to change that policy (although at most the change would be minor) because of his jealousy for his own prerogatives. The advertising department gives as one reason for refusing to co-operate the fact that if it co-operated every time it was asked the store's appropriation would be used up in a few months instead of a year. In some stores the display man is a nabob, ruling his department with an iron hand and resenting interference (his own word for suggestions) from the outside. I mention these few things as indications of the general condition. I could mention a longer list of equally important facts.

Our line is nationally advertised and has been for years. There is



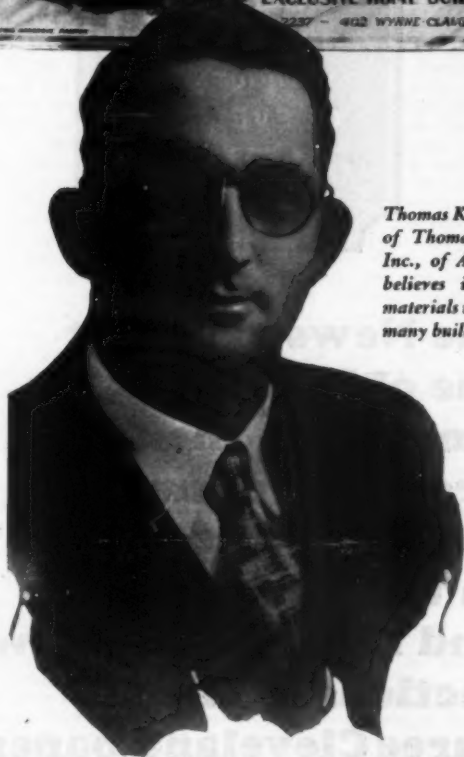
**the News rang out  
the old year by  
ringing up the  
greatest volume of  
financial advertising\*  
in the Business  
and Financial Review  
sections of the  
three Cleveland papers  
on December 31st.**

\*News, 9,772 lines; Plain Dealer,  
9,380 lines; Press, 6,384 lines.

**THE CLEVELAND NEWS**

**George A. McDevitt Co., National Representatives**

*All of our Homes are built of*  
**NATIONALLY ADVERTISED MATERIALS**  
*"Avoid a life time of regret"*  
**Thos. K. Windham Inc.**  
**EXCLUSIVE HOME BUILDERS**  
 2237 — 402 WYNNIE CLAYTON BLVD.



Thomas K. Windham, of Thomas K. Windham Inc., of Atlanta, Ga., believes in using quality materials in every one of many buildings he puts

**The on't**  
**ven**

Atlanta, Mr. W. re to pu m the d s to the tant to ing of y

**H**

playing team u ndising e respon d Build ir shots ration c inferior —Build rect ad York

# BUILDING

*Affiliated with* **THE ARCHITECTURAL FOR BUILDING**  
**NATIONAL BUILDERS CATALOG**



t of  
RIALS

nc.

LDG



## Don't Pay Off on the Tee even in Bobby Jones' town

ham,

Windh

Ga.,

ing qu

one o

the put

Atlanta, as throughout the country, progressive men Mr. Windham know the value of every stroke from the putt in the building game. They follow through in the drive of national advertising of quality materials to the putt of the final sale. Their influence is important to you as they are the men who do the actual building of your materials.

### Building Age Is Your Approach Shot

Playing the game with these worthwhile builders. They team up with you in the "Scotch foresome" of merchandising your materials as Mr. Windham has done. The responsible, skillful men in the building industry find Building Age for its concise, usable help in playing their shots straight to the pin. You can have the cooperation of these men who are keeping out of the rough inferior materials by using the magazine that they—Building Age. We will tell you the details—the correct address is Building Age, 521 Fifth Avenue, New York—before you tee off for your campaign.

# AGE

*appeals to the bank  
account of the builder  
who has one*

**BUILDING MATERIAL MARKETING: HEATING AND  
VENTILATING: and GOOD FURNITURE AND DECORATION**

a strong consumer acceptance for it and we know that there is a surprising consumer demand. Hundreds of stores carry the line regularly and profitably. Our sales events as outlined by us do not call for an expenditure of time, effort or space out of line with the net profit to be expected for the event. In addition such is our product that it builds an excellent volume of repeat sales and our events are planned to bring consumers into the store again and again after the events are completed. Our plans are the result of much testing and have been proved successful in every store where unusual conditions do not exist.

In the face of these facts we find an increasing unwillingness to give us co-operation. Promises? They are easy to get. Performance? That is something else again.

Because of the present condition which occurs in store after store we are spending money which we shouldn't have to spend. Indifference on the part of stores, indifference to the ethical demands of a promise made, throws an extra burden on us.

If we alone were suffering we might lay the trouble at our own door. However, I know of other advertisers who are seriously concerned about the same condition. If department stores did not represent such a profitable outlet I believe that many of us would cut them off our books immediately. Perhaps it would be better if we did at any cost.

Nor is the advertiser the only person who suffers. The store itself loses money—not in actual bankable money but in potential profits. Our line without special stimulation gives a good return. Special work, however, adds greatly to the net, far out of proportion to the increased volume obtained. It seems only good business for a store to participate in that extra work, particularly where we give a great deal of help.

In the last analysis, I suppose, we might prove that the consumer loses. Every extra dollar added to our sales cost must be added somewhere to our merchandise. Every dollar added to a store's

sales cost has to be added somewhere to prices. The store can absorb the comparatively few potential dollars lost from refusing to co-operate with us—but if the condition is as widespread as I have reason to believe a sizable amount of potential profits are being thrown overboard by the stores. Yet they still keep crying, "Volume! Volume!"

It has always been surprising to me that department stores are so chilly toward co-operative help from manufacturers, particularly since so many of these co-operative plans are in line with store policy and have proved successful. My recent studies convince me that the main reason for this seeming aversion to a type of work which is bound to give stores added profit is because in their emphasis on organization, which today is over-organization, the stores do not understand how to give the manufacturer the co-operation he deserves nor how to accept the co-operation he offers.

A solution? I have none—except, perhaps, to suggest a thorough searching of the mind on the part of store executives. So far as the store is concerned that is its own problem. In the meantime the manufacturer must do something.

In our own case the day may come when we shall give less and less attention to department stores, more and more to other types of retailers. Certainly we shall soon refuse any type of co-operation except to those stores which we can trust. The others, therefore, will be losing an easy opportunity for net profits and higher volume which they are now losing ironically enough, in their search for volume.

### New Accounts for R. F. Walker Agency

The Midland Appliance Corporation, Chicago, manufacturer of electric tools, has appointed the R. F. Walker Advertising Agency, Inc., of that city, to direct its advertising account. Magazines and business papers will be used.

The Columbia School of Commerce, Chicago, has also placed its advertising account with the R. F. Walker agency. Newspapers and magazines will be used.

# A Prominent Real Estate Bond Man Tells More About Milwaukee's Prosperity

## ARTHUR J. STRAUS COMPANY

FIRST MORTGAGE BONDS  
REAL ESTATE  
INSURANCE

STRAUS BUILDING  
230 WISCONSIN AVENUE, CORNER THIRD STREET  
MILWAUKEE

TELEPHONE MARQUETTE  
2121

MR. JOHN H. BLACK,  
Publisher, Wisconsin News,  
15 Michigan Street, Milwaukee, Wisconsin.

Dear Sir:

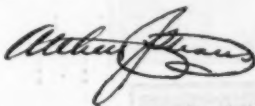
The real barometer of a city's prosperity is the number of home owners. Statistically, Milwaukee stands at the forefront of American cities in the ownership of homes by its people. This not only reflects the stability of its citizenry, but is an index of continual employment and general contentment.

The diversification of Milwaukee's industries makes it almost impossible to have a perceptible unemployment problem.

For the past twenty years during my active connection and participation in the real estate, general insurance and mortgage bond business I have had occasion from time to time to study the complexity of Milwaukee's population and its needs, and I am more than ever convinced after a careful study of the situation, of the soundness and stability of Milwaukee's market.

The healthy increase in population, the growth of the City's boundary lines, the increased number of home owners and diversified industries, substantiates the visualization of a city of one million inhabitants as predicted by a careful national survey recently compiled, and tends to corroborate my optimism in the future greatness and prosperity of Milwaukee.

Yours very truly,



President.

Arthur J. Straus  
EF

**"You Need the News"**

**WISCONSIN NEWS**  
**MILWAUKEE**

**(Ask the Boone Man)**

---

## YES, OUR PEOPLE *ARE* INQUISITIVE

---

**WE** suppose our people *do* surprise new clients with the volume of questions they fire at them.

But we believe in asking questions. Asking too many of them may occasionally try the patience.

But asking too few might endanger a whole campaign.



**WILLIAM H. JOHNS**  
President  
New York



**BEATRICE MABRY**  
Writer  
New York



GERA



GE  
Assistant

Bat

CHICAGO



**GERALD H. CARSON**  
Writer  
New York



**WALTER G. MILLER**  
Assistant Account Representative  
New York



**KENNETH M. FICKETT**  
Radio Department  
New York



**GEORGE T. MAY**  
Assistant Account Representative  
Chicago



**T. ARNOLD RAU**  
Assistant Treasurer  
Manager, Accounting Department  
New York

**Batten, Barton, Durstine & Osborn**  
INCORPORATED  
**ADVERTISING**  
**383 Madison Avenue, New York**

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building

# The Copy Writer Considers the Princess Silhouette

Some Daring Advertisers Have Taken the Lead in Framing Advertising to Appeal to the New Feminine Renaissance

By Phyllis V. Keyes

Of the Frank Freshney Company

**WHAT'S** this? What's this? Cobwebs festooning the sharp angles of the women's right question? And the gay, green moss of feminine forgetfulness creeping gracefully yet surely up the gnarled trunk of the "single standard?"

Away with careers and what not! My lady is no longer interested in such trivial and prosaic matters; for from some mysterious, omnipotent source there comes the didactic order "Right about face."

Yes, for the time being at least, the long, arduous trek toward feminine emancipation comes to a halt, and there are most alarming rumors to the effect that a dignified retreat is being contemplated. Almost overnight, my lady has lengthened her skirt, acquired a switch to match her sleek bob and purchased an intriguing assortment of flimsy tea gowns—or ought we to say *robes d'intérieur*? In short, with the canny connivance of a few very astute designers in Paris, the straight-as-a-board flapper of last season has evolved most miraculously into a "romantic modern," a languid and languorous creature of captivating curves, a grande dame of the twentieth century.

If clothes make the man, think what startling innovations they can effect in the more plastic and infinitely more subtle feminine personality. Surely the copy writer, least of all, can afford to overlook this phenomenal change in the viewpoint of his feminine public.

The age of elegance is with us

once more. There is a premium upon poise. The star of gracious yet capricious femininity is again in the ascendancy.

Certainly it is not for the copy writer to "reason why." He must be fully prepared to fall into step

**THE** straight-as-a-board flapper of last season has evolved into a languid, languorous creature of captivating curves, a grande dame of the twentieth century.

Does that mean anything to copy writers?

Miss Keyes thinks it does. She believes that the new romance of fashion calls for a new romantic technique in copy writing.

Does that, in turn, mean that the poor, harassed copy writer must now become a fashion expert?

with the feminine procession; to be most perfectly attuned to that far-famed "infinite variety" which, as Shakespeare so aptly remarked, "time can not wither nor custom stale." It is, unfortunately, not given the copy writer to "gaze in to the seeds of time and see which one shall grow and which shall not" (with another bow to Bill) but when

he sees a new fashion sprouting he must make the most of it—and does. Of course, there is a possibility, albeit a very slight one, that this new romanticism will be nipped in the bud, but until the biting frost sets in, there's golden copy in them there hills.

True, right now the average copy writer feels a little bewildered as did Alice in conversing with the Cheshire Cat who, if you will remember, enjoyed the most disconcerting habit of disappearing in the very middle of a sentence leaving nothing but a very disarming smile perched high on the branch of a tree. Just as the harried copy writer achieves a speaking acquaintance with the "new woman," lo and behold she vanishes, and in her place stands a petted, pouting darling that might have stepped from the primly penned pages of

"Pride and Prejudice." Never mind, so long as the smile remains fixed, what difference does it make, from the merchandising point of view, what chameleon changes are effected in the feminine personality?

The all-diligent copy writer who assiduously studies and seeks to make the most of the feminine "mood of the month" will do well to acquire the new romantic technique. Here are a few poignant examples, most aptly and cunningly phrased.

First, a department store catches the modern romantic tempo and advertises "Brontë Dresses." No, Brontë is not a new Mussolini of style. Quite the contrary, the advertiser is referring to the mincing Charlotte Brontë, the lady with the black lace mitts who wrote "Jane Eyre" in the sedate parlor of an English parsonage way back in the days when ladies and lavender salts were inseparable. These frocks, long and wishy with "bow knots and other romantic touches," are guaranteed to make one over in a jiffy into the spit and image of a Brontë heroine. "Side curls. Camellia bouquets. Long white gloves. These, combined with the romantic lines of these new dresses are proving just as devastating as in the 1860's."

### *Climb into a Brontë*

So, if you want to be "a sensation with the stag line" just climb into a Brontë model and even Grover Whalen, himself, assisted by a hand-picked squad of New York's finest, won't be able to rescue you from the masculine onslaught. Intriguing? Nothing else but!

Now for an ingenue advertisement executed in the latest clinging vine manner! It's captioned "Now that you're back from college," and suggests that "it's surely the psychological time to spring that plaintive 'I haven't a thing that's fit to wear.'" Since when have our modern maidens resorted to plaintiveness in order to gain their point? A few months ago such a degrading insinuation would have met with feminine jeers and catcalls, but today it is quite an

fait. Then (can you believe it?) the advertisement goes on to say that there are certain smart frocks in this season's collection in which "you'll look like the shadow of a whisper." My, my, how times have changed! The girl who yesterday wanted to be the latest and loudest screech today longs to resemble "the shadow of a whisper."

"Quaint" is one demure, little adjective that is due to be rushed to death this season. No longer relegated to an occasional appearance in advertisements featuring antiques, it now puts in a triumphant appearance in the newest and smartest copy. Just for example take a fetching little advertisement beginning "The new long gloves for evening in powder pink." The advertiser tells us that "it's an old fashion, but today it's a very new and sophisticated fashion quite in keeping with the vogue for *quaintness* and femininity." Who can resist this new whimsy of fashion? Wives and daughters are a bit bored with being dashing, nonchalant and world weary. So now they are having a try at playing "quaint," and the copy writer who hopes to keep the goods moving in double quick time had best sit in on the little game.

Some daring advertisers have taken the lead in the new feminine renaissance. Witness a perfume house that murmurs coyly in French "Les droits de la femme? Quel emui! Le droit le plus important est celui d'être ravissante—Si vous ne pouvez pas plaire, votez—" which being rendered in the King's English reads "Women's rights? How tiresome! The most important right is that of being ravishing. If you are not able to please, vote—" then it expounds the burden of the sweet theme.

Really, it isn't necessary to vote no matter how unravishing you may be because you may always have recourse to a perfume by Cathay, and one drop of this precious attar can instantly transform you into an alluring enchantress who need never bother her pretty head about voting machines. Shades of Carrie Chapman Catt, Sylvia Pankhurst and other square-jawed feminine liber-





## A MARKET READY FOR *The SILK DYER and FINISHER*

FEW industries of comparable importance are so little known to the general public as the silk dyeing and finishing business. Concentrated, for the most part, in territory adjacent to New York, its extent may be judged from the fact that it handles at the final stage in manufacture most of the country's yardage of silk. Few mills own their own dyeing and finishing plants. Most manufacturers send their product through the plant of one or another dyer and finisher, to be returned to them for marketing.

For the dyer and finisher there is an unusual opportunity in advertising, first, because his product—color, pattern and finish, is so important a factor in the salability of silk fabrics; second, because his volume is large; and, third, because his market is a concentrated one, readily reachable and unusually responsive to advertising.

The dyeing and finishing concern sells its services directly only to the silk mills—a comparatively small but important group. Directly influencing the choice of the silk manufacturer, however, are two great groups of distributors: the Cutters-up, or manufacturers of ready-to-wear and the Retailers both of ready-to-wear and of yard silks.

# THE FAIRCHILD

8 EAST 13th STREET NEW YORK

DAILY NEWS RECORD MEN'S WEAR

FAIRCHILD TEXTILE-APPAREL ANAL

FAIRCHILD'S INTERNATIONAL (PARIS)

RETAILING

STYLE SOUR

MEN'S V

ARCHILD

To these distributors the finish of silks is of paramount importance. Particularly is this true today when print silks form so large a proportion of the total product. The Retailer, being in direct touch with the consuming public, is keenly alive to the necessity of satisfactory finishing, both as to technique and as to style, and the Cutter-up inevitably reflects the demands of the Retailer. Being expert judges of fabrics, these distributors frequently specify the kind of finish and even the finisher of the goods they buy.

The dyer and finisher can reach not only the silk manufacturer, but every important unit in the cutting-up and retail distribution of silk fabrics, through the pages of two publications.

**WOMEN'S WEAR DAILY**, the great Fairchild newspaper of the textile-apparel trade, puts more than 22,700 copies daily into establishments in the retail, wholesale and cutting-up trade, where silk is a predominantly important item. These copies reach over 86,000 readers including every important individual in the manufacture and distribution of silks.

**STYLE SOURCES**, the Fairchild semi-monthly selective style authority, reaches nearly as large an audience, for the most part in the retail field. Its circulation, the largest magazine circulation in its class, added to that of Women's Wear Daily, insures a practically complete coverage of the silk field, for there is no firm of any importance as a purchasing power into which copies of one or both these publications do not go.

The dyeing and finishing firm which establishes a good will among these readers need look no further, for there are no other factors of importance in the market for its product.

## PUBLICATIONS

NEW YORK, N. Y.

WOMEN'S WEAR DAILY      FAIRCHILD BULLETINS (LONDON-PARIS)  
FAIRCHILD TRADE DIRECTORIES      MAN and his clothes (LONDON)

ators, what heresy is this? Treason indeed, and the copy writer may be trusted to make the most of these furious tempests raging in teapots.

The staccato rhythm of yesterday is no more. It is quite impossible to take brisk, decided strides in voluminous, long-skirted frocks and trailing chiffons. Femininity is doing its best to learn to take dainty steps slowly—to glide rather than to trot.

The natural outcome of this modern mode is the creation of the *robe d'interior*, the tea gown de luxe, a lacy, clinging garment in which milady entertains her friends at bridge or indulges in the intellectual sport of tossing *bon mots* across the tea table. It looks very much as if women's clubs and uplift movements were to be replaced by the salon.

See how cleverly this new trend is interpreted by an advertiser of antiques and reproductions. He promises to "restore a setting of Old World charm and tranquillity long lost" to your home. His furniture and decorative skill "seem to lend to the business of living a worthier aim and purpose. Dwelling with them, one moves in the constant company of the inspired." The truly lovely illustration in color depicts the "quieter" charm of the Louis XV manner.

How sweetly, how delicately this is phrased! How studied is the manner. How exquisite, how subtle the selling psychology! Surely, it will appeal to the favored few, the feminine *creme de la creme* to whom it is addressed.

Even the automobile manufacturers are influenced by the new movement toward inspired femininity. There are fewer and fewer illustrations showing a woman at the wheel and more and more pictures of chauffeurs in livery—chauffeurs touching their caps respectfully as madame steps into the car in trailing splendor—chauffeurs waiting patiently for mademoiselle to come out with the children for their afternoon drive. They are still advertising to women, yes, but with a subtle difference. They are selling the car not as something to drive, but rather as a luxurious

accessory, a fitting and elegant complement to the feminine personality.

Somehow, cigarette lighters, even though they may be encased in mother o' pearl, don't quite jibe with this new ideal of fluttering femininity. If the modern *grande dame* in her sweeping gown of black lace-net wishes to be mildly audacious and take a few dainty puffs of a wicked, little cigarette, surely one of her ever-present coterie of swains will be ready to proffer a light. Therefore, it looked very much as if cigarette lighters might find a diminishing market among "romantic moderns."

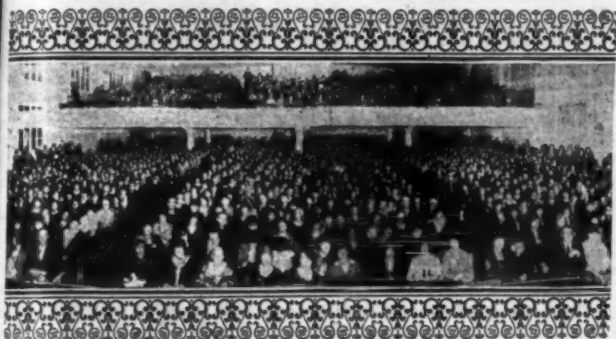
The situation was indeed acute until one manufacturer had a divine inspiration. He made a "lighter" that produced a spray of perfume instead of a flame. Truly, a unique and delightful idea! Think how indispensable this happy contrivance will be to the modern maid. Perfume is no longer considered an affectation. It has become an absolute necessity to the lady who has a yen for empire frocks and general, all-round seductiveness. With this she may "renew her perfume as often as her compact renews her complexion" which as every husband knows is about every five minutes. Yes, even a "lighter" can be subtly romantic!

### Historical Characters

Last but not least, we must not overlook the fact that this rampant romanticism is sure to bring about a great revival and exploitation of historical characters in advertising. Here is one of the forerunners, a perfume manufacturer, who queries in his caption "Did Josephine's personal charm delay the fate which Napoleon decreed?" He explains that "in a lifetime of quick decisions Napoleon experienced a peculiar lack of his usual autocratic dominance when he faced the task of divorcing his wife, Empress Josephine." Then comes the subtle suggestion substantiated by the reproduction of the bill of sale, "an interesting relic of that gripping chapter of history," that it was Minuet perfume which caused the self-



# Capturing the interest of the Home's Purchasing Agent!



**L**ONG before the curtain arose on the evening session of the recent Cooking and Homemakers' School conducted under the personal supervision of Miss Jessie Marie DeBoth and sponsored by The Courier-Journal and The Louisville Times, the house was packed . . . many stood . . . hundreds were turned away. Interest was keen and attendance remarkable in spite of inclement weather.

These newspapers have long recognized the value of capturing and holding the interest of their women readers. Few newspapers carry more interesting and complete pages of inter-

est to women . . . household suggestions, recipes, menus, sewing hints and varied articles on home economics.

Patty Jean, The Courier-Journal and Times' own household economics expert, conducts a daily column in which she disseminates to a huge and interested audience a variety of menus and recipes. Each morning she speaks to thousands of listeners over The Courier-Journal and Times' super-power radiophone . . . W H A S.

These, perhaps, are some of the reasons why food advertisers find the Louisville Area a exceptionally responsive market to cultivate.



Owned and  
Operated by

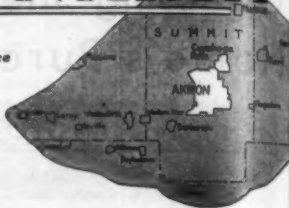
**THE COURIER-JOURNAL**  
NOW OVER 205,000 DAILY - 125,000 SUNDAY  
**THE LOUISVILLE TIMES**  
REPRESENTED BY THE BECKWITH SPECIAL AGENCY



# The AKRONARIA

—The area of  
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



JANUARY 9, 1930

VOL. II, NO. 1

THE TIMES-PRESS

## WOMEN LIKE IT!

HERE is a reproduction of one of the Women's pages from the Times-Press of Nov. 27. Here also is proof of our claim that most Akron women read this newspaper. This page contains something of interest to women of every social, racial and religious group in the Akronaria.

There are style notes here. Information for the bridge fan. Menus for epicureans. Hints for householders — news features, pictures which keep Akron women informed of the activities in their world. Nowhere else may Mrs. Akron find so much of interest. Nowhere else may advertisers sell to her so profitably.



## AMOS PARRISH

THE Times-Press has secured Amos Parrish, foremost fashion authority and consultant, to write

# Akron Time-P

Detroit - Atlanta - Dallas  
San Francisco

NATIONAL ADVERTISING  
of The Scripps

230 Park Avenue, New York City

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, OF

Jan. 9

daily fa  
Fashion 2

Parrish,  
known fa  
his client  
stores a  
country.

His inter  
unfold th  
women, a  
Akron p  
—better

Advertis  
wear, ho  
fashionab  
profitable  
advertisin  
phasizing

AKRON  
AKRON  
268,  
estimate



NG I

ard News  
N. Mich  
TITED I

daily fashion feature—"What's in Fashion?"

Parrish, who heads an internationally known fashion clinic, numbers among his clients the leading department stores and specialty shops in the country.

His interesting articles, which will unfold the latest fashions for men, women, and for the home, will make Akron people more style conscious—better prospects for style goods.

Advertisers of men's and women's wear, home furnishings and other fashionable merchandise will find it profitable to tie up their Times-Press advertising with these articles by emphasizing the style note in their copy.

## AKRON POPULATION

AKRON has a 1929 population of 268,830 persons, according to estimates made by the Burch Direc-

tory Company in compiling the new Akron Directory.

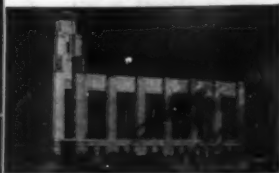
The new figures show that Akron had an increase of 25,000 population over last year in addition to the 16,000 added by the annexation of Kenmore.

The 1929 population of Barberton and Cuyahoga Falls, Akron suburbs is estimated at 24,410 and 20,896 respectively, giving Greater Akron a total population of over 300,000. Based on these figures Akronaria has a population of between 350,000 and 400,000.

Akronaria is one of the largest and richest markets in the country and will pay handsome profits to every national manufacturer—providing he cultivates it locally thru newspapers that Akron people read—the Times-Press and the Sunday Times.

A tangible evidence of sensational growth. Outgrowing its quarters in five short years, the Times-Press will move into this new home about June 1, 1930.

**Akron Is Not in the  
Cleveland Market  
—It Stands Alone**



# e-Press



**A Scripps-  
Howard  
Newspaper**

Philadelphia - Buffalo  
Los Angeles

VER NG DEPARTMENT

rd Newspapers  
9 N. Michigan Ave., Chicago

OF NITED PRESS, AND OF MEDIA RECORDS, INCORPORATED

crowned Emperor to take another think and yet another before expelling his dusky queen from his throne, though never from his heart.

Here is pictured femininity triumphant even in defeat. What could be more enchanting? It won't be hard for our modern matrons to imagine themselves as this glamorous exile queen, and of course to make the impersonation complete they must rush out and buy a bottle of Josephine's favorite perfume. The fragrance that could conquer a Napoleon, ought to make a modern Babbitt sit up and take notice.

Next we find the name of the ill-fated Mary, Queen of Scots, gracing an advertisement executed in this new sugar-coated history style. "Beautiful, brilliant, endowed with great personal charm, Mary, Queen of Scots, is one of the most fascinating women in history—she ascended the scaffold in full court dress with the proud air of a reigning queen."

Can't you just hear Mrs. Reader sighing with vicarious pleasure at this romantic picture. It is so delicately in keeping with her own day-dreams, and therefore, she will be all the more enthralled by hand-blocked linen "copied from a famous panel embroidered by this versatile woman." The "female of the species" has always been a connoisseur of the romantic, and now more than ever, since the pendulum of popularity is swinging away from stark realism back to the tremulous naivete of the mauve decade.

There is no way of divining how long this "quaint" craze for utter femininity will last. Perhaps the capricious sex will soon weary of this newly coveted elegance. Maybe, on the other hand, they will find this old game well worth the candle, once they have learned to play it expertly, and abandon the hectic scramble for "freedom" for the pussy-with-the-cream-saucer security of bygone days. At any rate "right about face" is the order of the day, and whatever the future may bring forth we may count upon the indefatigable copy writer to peg along.

## Inducted into Advertising by "Printers' Ink"

THE LIPPMANN CO.  
SALES COUNSEL—ADVERTISING  
SAN FRANCISCO

### Editor of PRINTERS' INK:

Many, many thanks for the material you sent us. And you dispatched it by air mail, too! In spite of the heavy postage. This is the sort of thing that makes PRINTERS' INK indisputably the one publication best beloved by its readers, many of whom—like the writer—it has inducted into advertising as a vocation.

C. R. LIPPMANN.

## Succeeds C. H. Clark on "Textile World"

Charles H. Clark has resigned as editor-in-chief of *Textile World*, New York, but will continue his active identification with the industry as a technical consultant, with headquarters at Boston, and as secretary of the Textile Research Council. Douglas G. Woolf, managing editor of *Textile World*, has succeeded Mr. Clark as editor-in-chief. Mr. Woolf has been associated with the editorial staff of the publication for fourteen years.

## "Hydraulic Engineering" Changes Name

*Hydraulic Engineering*, which has been published under that name for the last four years by the Palmer Publications, Los Angeles, will change its name to *Western City* with its January issue. The magazine, under its new name, besides dealing with matters of interest to city officials in the eleven Western States, will be changed to interest all persons concerned in civic affairs.

## Houston "Press" Appoints M. Y. Stokes, Jr.

M. Y. Stokes, Jr., formerly advertising manager of the Austin, Texas, *American Statesman*, has been appointed advertising manager of the Houston *Press*. Previous to his connection with the *American Statesman* he was advertising manager of the Ardmore, Okla., *Daily Ardmore*.

## Heater Account to Tyson Agency

The Homestead Heater Company, Inc., Newark, N. J., has appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct its advertising account.

## Hotel Accounts to Bauerlein, Inc.

The Hotel Roosevelt and the Hotel Bienville, both of New Orleans, have appointed Bauerlein, Inc., advertising agency of that city, to direct their advertising accounts.





## An Important Announcement by the New York Herald Tribune

**T**he New York Herald Tribune has added to its news resources the complete services of United Press Associations, one of the great world-wide news agencies.

Thousands of correspondents in every state and nation thereby are added to the corps of writers and reporters serving New York Herald Tribune readers.

The New York Herald Tribune has its own bureaus and correspondents throughout the world; it has the full service of the Associated Press, the great cooperative newsgathering organization of American newspapers; and now the New York Herald Tribune's service to its readers is further strengthened by addition of United Press.

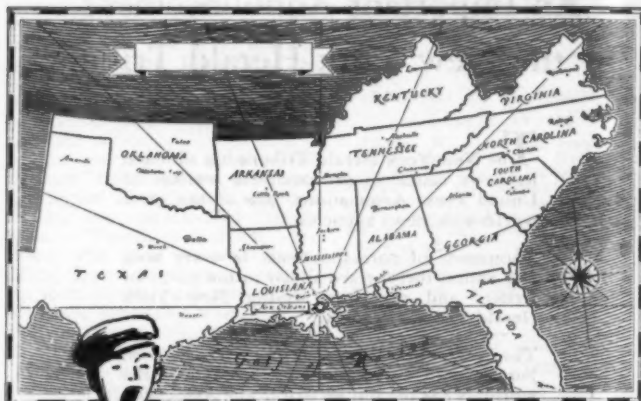
This new service brings to New York Herald Tribune readers the daily reports from seventy bureaus or central newsgathering offices maintained by United Press in the leading cities of the United States and in the important foreign capitals.

It brings the news with a speed made possible by a system of 160,000 miles of leased wires maintained by the United Press in North America.

It gives further assurance to New York Herald Tribune readers that their newspaper is complete, thorough, authoritative and well balanced.

### New York Herald Tribune

# ... AGAIN



## *What Have You to Sell to New Orleans?*

New Orleans is one of the few greater markets that are truly one-paper markets. Proof: The Times-Picayune regularly publishes more paid advertising than the two afternoon-and-Sunday newspapers combined, 7 issues per week against 14; more than any other two newspapers in New Orleans! That is the practical, dollars-and-cents recognition of advertisers in every line that in the New Orleans market The Times-Picayune ALONE does the job.

Back of that lineage record is The Times-Picayune's 53% lead over the second New Orleans newspaper in daily circulation and the 45% lead over the second Sunday newspaper in circulation.

**DOMINANCE BUILT ON RESULTS!**

# THE SOUTH'S FIRST NEWSPAPER!

Again, in 1929, The Times-Picayune led the South's honor roll of great newspapers!

18,892,220 lines of paid advertising appeared in the 365 issues of The Times-Picayune during the year just closed.

That total was 1,338,700 lines more than published by the second Southern newspaper, The Birmingham News. Year after year The Times-Picayune not only leads all other New Orleans newspapers, but leads all other Southern newspapers as well.

The happy combination for progress and prosperity: the South's First Market, New Orleans; and the South's First Medium—

## The Times-Picayune

---

IN NEW ORLEANS

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: CONE, ROTHENBURG AND NOEE, Inc.

Pacific Coast Representatives: R. J. BIDWELL CO.

# Locating Side-Line Outlets for a Specialty

Radio Stores Are Now Being Urged to Stock Electric Refrigerators

By W. D. McElhinny

Vice-President in Charge of Sales, Copeland Sales Company

**W**ILL music and refrigeration mix and form a business? This is a question which we put up to ourselves two or three years ago, and I am very frank in saying that with a background of a good many years of refrigeration sales experience, and knowing the necessity for concentration and intensive sales effort in the off season in the refrigeration business, I had serious doubts as to the feasibility of such a mixture.

However, we have proved the case, not once but many times, and in various parts of the country. We have demonstrated clearly to ourselves that these two businesses combine as easily as two chemicals having an affinity for one another. But naturally, as in a good many other processes, the whole proposition must be worked out under experienced guidance and certain factors taken into consideration which embrace the practices of both industries.

Refrigeration and music, or radio are as different from each other, as far as the product is concerned, as almost any two opposites can be. As far as the successful selling of refrigeration in this country is concerned, it has usually been successfully marketed by a highly specialized specialty organization. A great deal of educational work and sales training has been necessary. Supervision through sales supervisors, field men, has been almost essential. The methods of cover-

ing the territories and the securing of prospects have been of a highly intensive nature. Dealers and distributors not only have demanded co-operation and factory help, from both a sales, advertising and service standpoint, but in this new industry such help has been absolutely necessary. The result has

been that successful organizations have sales, service and advertising policies that are intensive beyond all doubt because of the very necessity for them.

A good many radio organizations during the last three years have been flushed with success during the radio season, when admittedly the business came easy and large volume sales were built up. The season, while not long, was fast and furious, but the decline from a sharp peak was

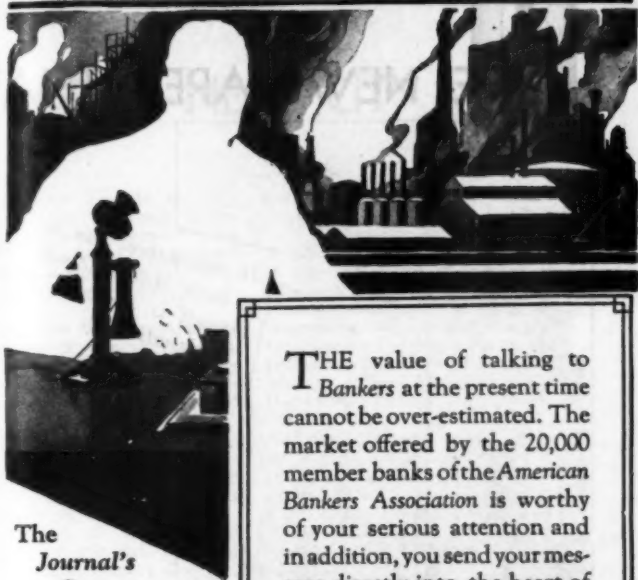
very great. Some effort was made to keep the business on a steady keel from the first of January until August, when the season starts again, but as competition increased and the general demand for radio sets fell off, many of the people in the industry looked for something to sell that would have a peak when radio business was at the lowest ebb. Refrigeration seems to fit the sales curve situation exactly. These radio distributors have an organization that could be transferred to refrigeration sales.

The danger in the whole proposition lay in the fact that these two businesses, if combined, must be

**W**HILE going through a recent issue of a business paper covering the radio industry we noticed an advertisement featuring the Copeland electric refrigerator. While we knew that a certain number of radio dealers were experimenting with side lines to help level their seasonal sales curves, it rather surprised us to see an electric refrigerator manufacturer actively engaged in inducing radio retailers to stock electric refrigerators.

We queried the Copeland Sales Company about it and received the accompanying reply from W. D. McElhinny, vice-president in charge of sales.

## PUT THE BANKER IN YOUR PICTURE



### The Journal's Covers

The cover of the January issue is a masterpiece. These five color covers depicting incidents in the financial history of the country are painted for us specially each month by Walter De Maris—let us send you a copy of the January Journal.

• • •

Alden B. Baxter,  
110 East 42nd St.,  
New York, N. Y.

Charles H. Ravell,  
332 South La Salle St.,  
Chicago, Ill.

Cupit & Birch,  
Kohl Building,  
San Francisco, Cal.  
846 South Broadway,  
Los Angeles, Cal.

THE value of talking to Bankers at the present time cannot be over-estimated. The market offered by the 20,000 member banks of the American Bankers Association is worthy of your serious attention and in addition, you send your message directly into the heart of industry, for bank officers are directors or directing heads of 50,000 major businesses in the country. Reader interest in the American Bankers Association Journal is at a high point—put the Banker in your sales and advertising picture and tell him your company's story through the pages of the Journal.

**AMERICAN BANKERS**  
Association  
**JOURNAL**

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark



# THE NEWSPAPER THAT



*If newspapers can be said to build cities, the new Cincinnati is the work of the Cincinnati Post.*

*The New Cincinnati in the Making! This downtown picture was taken only a few months ago. But already the building in the background and the entire square beyond have been rased, to be replaced by a 48-story, \$30,000,000 structure.*



## The Ci

MEMBERS OF  
THE AUDIT BU-  
REAU OF CIR-  
CULATIONS . . .  
OF THE UNITED  
PRESS and of  
MEDIA RECORDS,  
INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

ETROI

# AT MADE A NEW CITY . . . .

said  
Cin-  
of the

It all dates back to October, 1923, when a group of influential citizens and *their* newspaper, the Cincinnati Post, sounded the call to action that gave Cincinnati a new Government.

The men who first suggested the change were prominent. But they alone could not put it across. They needed the support of a powerful, influential newspaper. They found it in the Cincinnati Post.

While other newspapers in Cincinnati sat back, either lethargic or actively hostile, the Cincinnati Post fought on.

Through its editorial columns, its famous Cincinnatus Column, through feature stories, it crystallized the public opinion which, in 1924, after only one intensive year of work, voted in the Charter Government by the tune of two to one.

This change was the beginning of the new, progressive, active, prosperous Cincinnati. Today, Cincinnati is called by experts in political economy the best gov-

erned large city in the United States.

It follows that the Cincinnati Post is the influential newspaper in Cincinnati. It numbers among its readers the influential citizens, the progressive, civic-minded, forward-thinking people who went to the polls and made these changes, and who for six long years have kept them firmly in force.

And certainly this great group of people\*, ambitious enough to change a government, is progressive enough to want a new motor car, a new radio, a modern home, new clothes, and all the other modern, new things that American Industry has to sell.

Only by putting the Cincinnati Post on your list, can you reach in its *entirety* this market of influential, forward-thinking, civic-minded Cincinnatians.

## \*Post Circulation:

1. City and Suburban.....139,435
2. In the O. K. Market.....160,000
3. Total Circulation.....195,062

# the Cincinnati Post

NATIONAL ADVERTISING DEPARTMENT OF  
SCRIPPS-HOWARD NEWSPAPERS  
230 PARK AVE., NEW YORK CITY

S OF  
T BU-  
CIR-  
ITED  
of  
ORDS.

LAS

ETROIT PHILADELPHIA • BUFFALO • ATLANTA



well mixed—that the things necessary to make either business a success be recognized and put into practice. It is necessary to carry refrigeration merchandising from the factory to the distributor, to the dealer and on to the consumer. The electric refrigerator does not cover itself with frost at the turn of a button and emit words and music that create an immediate desire on the part of a prospect for ownership. It demands careful and well-planned selling. Furthermore, it sells at prices ranging from \$180 to around \$800 retail. In addition to the business in household models, there is the large field of commercial refrigeration, requiring information of a technical nature; the apartment-house field, embracing quantity sales, and the field of water coolers, together with a great many specialized applications. Our early experience has taught us to be careful in the choice of organizations to sell this kind of goods and that once the choice is made, there is a real necessity for getting the necessary help and co-operation to convert the entire organization into specialized selling and away from certain old-line jobbing principles. When this is done these two businesses mix extremely well and, in most cases, neither one has been neglected at the expense of the other due to a peak season on either product.

Certain changes have been going on in both industries. The entrance of new capital and changed conditions of merchandising are pointing out some of the bad practices which have grown up. A general recognition of the necessity of change has come about.

We have seen an opportunity in combining these two businesses and we are taking advantage of it. Some of our very best sales outlets engage in both businesses, with the result that both phases have been greatly benefited, organizations are kept intact and added to throughout the year, and sales volume on both lines has been increased. Copeland has gone through an experimental period covering three years with a large number of distributors handling both lines. We

have demonstrated that there is further opportunity in this situation and we have, therefore, formulated a definite plan of operation for the radio distributor, and we are soliciting them as sales outlets under this new plan for 1930.

### General Motors Truck Advances J. M. Howard

John M. Howard has been advanced from the position of advertising manager of the General Motors Truck Company, Pontiac, Mich., to the position of assistant sales manager directing sales extension. H. T. DeHart, formerly in the advertising department, becomes advertising and sales promotion manager. Mr. Howard has been with General Motors Truck since March, 1928. Mr. DeHart was formerly with the Reo Motor Car Company.

### Elected by John R. Thompson Company

H. M. Henriksen has been elected treasurer of the John R. Thompson Company, Chicago, operator of the Thompson chain of restaurants. He succeeds Charles McCulloch, who remains as a director. Since 1927, Mr. Henriksen has been vice-president and will continue in this office in addition to assuming duties as treasurer.

### W. S. Robertson Heads Permutit Company

W. Spencer Robertson, formerly secretary of the American Locomotive Company, has been elected president of The Permutit Company, New York. He succeeds H. Kriegshaum, president of the company for the last seven years, who has been appointed chairman of the board.

### R. C. Reichel to Manage Jordan Sales

R. C. Reichel has been appointed sales manager of the Jordan Motor Car Company, Inc., Cleveland, to succeed L. F. Murphy, who has joined Jordan Distributors, Inc., New York, as vice-president and general manager.

### Bird Cage Account to Hazard

The Mikado Import Company, New York, importer of bird cages, has appointed the Hazard Advertising Corporation, of that city, to direct its advertising account. Magazines, business papers and direct mail will be used.

### Joins Pennsylvania Select List

The Monessen, Pa., Independent has joined the Pennsylvania Select List and will be represented in the national advertising field by Fred Kimball, Inc., publishers' representative, New York.

# News for Advertisers Who Have Stopped Speculating

More than ever before, during 1930, export advertisers will use definite yardsticks in their purchase of space. Where speculation was once the rule, facts and figures are now being demanded.

Advertisers who take space in LA PRENSA, of Buenos Aires, find theirs a profitable investment. They use . . . and are encouraged to use . . . this great South American newspaper on a basis of facts and figures . . . and full investigations are welcomed.

*For example: those who export merchandise for Argentine home consumption will be interested in the following figures for October, 1929:*

	LA PRENSA	Next Paper
Household Goods .....	5,625 cms	5,291 cms
Carpets .....	2,619 "	2,297 "
Drugs .....	10,279 "	5,244 "
Food Products .....	4,527 "	3,871 "
Men's Furnishings ...	3,755 "	1,584 "

LA PRENSA is first as an advertising medium to the home . . . according to the above figures. And the home of the Argentines cannot logically be neglected. It is a wealthy, cultured home in which the scale of living is quite comparable to ours. Then realize that more than half of the people in Argentina live within 200 miles of Buenos Aires where LA PRENSA has been published for the past 60 years.

## LA PRENSA of Buenos Aires

"South America's Greatest Newspaper"

**JOSHUA B. POWERS, INC.**

*Exclusive Advertising Representatives*

**250 Park Avenue, New York**

London

11

Paris

11

Berlin

11

Buenos Aires



## NG OUTDOOR ADVERTISING y *Through Your Advertising Agency*

The growth of the National Outdoor Advertising Bureau, Inc., has been one of the most consistent developments in Outdoor Advertising.

Starting from "scratch" in 1919, the Bureau's business and its services to advertisers and its Advertising Agency Members have been expanded until now a nation-wide organization is maintained. Completely equipped administrative, contacting and servicing organizations are maintained in New York and Chicago and additional servicing offices in Detroit and San Francisco.

The personnel of the Bureau has been enlarged in direct proportion to its growth, the members having been carefully chosen for their actual experience in the various branches of activity relating to outdoor advertising in all its phases.

The Bureau is placing the Outdoor Advertising of hundreds of Advertisers for its 231 Advertising Agency Members.

### NATIONAL OUTDOOR ADVERTISING BUREAU

Incorporated

New York Chicago  
Detroit San Francisco



## AIM YOUR MESSAGE AT THIS MAN

HE came to California fifteen years ago, with a little stake and plenty of ambition. Somebody had sold him on California's climate, and his chief determination was to get his money's worth.

He did...in several ways. He bought an orange grove...and climate, aided by intelligent effort, made it yield him an excellent livelihood. He built a home, and climate helped him beautify it alluringly, with semi-tropical flowers and trees.

He plays golf 45 Saturdays out of the 52...his family lives an outdoor life the year around...and he keeps two cars because there is so much practical use and enjoyment for it.

He isn't a metropolitan. He lives by choice in a smaller city, because he likes the freedom, the friendliness and the wholesome environment.

Seven out of ten of his neighbors own their own homes, and at least one car to the family. Some are fruit growers, like himself...others are business or professional men with offices in Los Angeles...still others are operators in the nearby oilfields...shipping men from the harbor...or plant executives in the industrial section.

Together they build up thriving communities, filled with civic pride, and love of progress. And those communities are some of the finest markets in the country for any nationally advertised product...providing you reach their people with the right medium. No metropolitan daily will do it. For, overwhelmingly, they favor the medium that alone can give them the news in which, as property owners and loyal citizens, they have the keenest interest...the news of their OWN locality.

*You cannot cover Southern California's independent markets without using the local newspapers.*

## SOUTHERN CALIFORNIA NEWSPAPERS

ASSOCIATED

Detroit  
Chicago  
Los Angeles



New York  
Portland  
Seattle

564 Market St., SAN FRANCISCO • Kearney 3834

Alhambra  
Post-Advocate  
Culver City  
Star-News  
Glendale News-Press  
Hollywood News  
Long Beach Sun  
Monrovia News-Post  
Pasadena Post  
Redondo Breeze  
San Pedro News-Pilot  
Santa Monica  
Outlook  
—  
and the San Diego  
Union-Tribune  
covering a  
metropolitan market  
of its own.

# No Time for Small-Talk!

Business, Back at Work, Selling Goods, Can Use No Gossip of Gloom

By Arthur H. Little

"WHAT counts," we've been told, "is action."

Action that takes the form of managerial enterprise, of taking stock of policies and methods, of adapting managerial effort to present-day conditions.

And what of action on the firing line of sales? What are the salesmen doing? What are they saying?

"Well," said the sales manager of a manufacturing concern in the Middle West, "the first answer that occurs to me is that salesmen—at least our salesmen—are talking too much. They're talking too much small-talk. And there never was a worse time for small-talk than now. Our men have been told that now is the time to stop chattering and go to work. But they're still talking—and encouraging their prospects to talk. And the small-talk, mostly, is gloomy."

He spoke so frankly that it would be embarrassing to him to reveal his identity.

He went on: "You see, many salesmen believe that the way to open a sales interview is with small talk. Try as a sales manager will to convince his men of the value of that part of their time that is spent in the presence of the customer or prospect, many a salesman still believes that he must preface his selling with some measure of visiting. He thinks he ought to chat a little.

"Nowadays, almost any innocent chats will degenerate, with little urging, into a postmortem. The salesman who permits himself to be drawn into such a confab is spiking his own guns. After mentioning the weather and either criticizing or endorsing it, the salesman asks, 'Well, how's it going? Did the market catch you, too?' The prospect nods. The fact is, you know, that, whether he actually was caught or not, many a man will brag. Or perhaps the salesman, seeking to appear sympathetic, will inquire: 'Has the mar-

ket affected your business?' Again the prospect nods. And with little encouragement—or with no encouragement at all—he'll proceed to explain how and wherein.

"Our own salesmen are bad enough in this matter of carrying and cultivating gloom. But apparently there are salesmen in other lines who are just as bad. For instance, our advertising manager tells me that ever since the market break he has been conducting a continuing experiment in psychology—and with interesting results.

## Testing Callers

"Salesmen call on him to sell him space in publications. Just for his own enlightenment—for he is interested in men—he tests every caller. The conversation goes about like this: At the outset, our advertising manager says to the salesman: 'I suppose you've been in New York since the market crashed. I haven't been there myself, but I'll bet the old town was considerably upset.' As a starter, that's enough. 'Upset?' says the salesman. 'Why, man, the town went nuts! And they're still talking about it.' 'Yes,' our advertising manager says, 'and I suppose quite a lot of people lost everything.' 'They did!' says the salesman. 'Thousands of 'em! I happened to get out myself—oh, I dropped a thousand or so—but I had a tip and sold before I was cleaned. But some of my friends! Say, listen, I know a fellow—roomed with him at school—that ran up an equity of three hundred thousand—three hundred thousand. I had lunch with him a week before the smash and he said to me, 'Bill, I could cash in today for better than a quarter of a million, clear.' And the last time I saw him he didn't know where the money was coming from to pay his next month's rent."

"And then, after a half-hour or so of that, the visiting salesman suddenly realizes that he's calling

on our advertising manager to talk about our next year's advertising.

"This is no time for testimonials of gloom. I've told our men to sidestep the chatter. Many of them actually lost money in the market. Although we tried to stop their speculating, many of our best salesmen went into the market and were cleaned. I've told them—and they well realize the truth—that the only way to recoup is by working. They're down on earth again, earning money by selling instead of by telephoning to brokers. And I predict that, if they can forget what has happened—or at least quit talking about it to their customers—I'll see again, in this business, some old-fashioned, heart-warming sales records. For I truly believe, and I am telling them, that the man who works as hard this month as he worked two years ago this month will surprise himself with his results."

There is evidence that other sales executives believe that sales opportunities await the salesmen who will seek them out—sales in old markets that, in the era of business that preceded the stock-market slump, were only partially realized, and sales in subsidiary markets that scarcely were entered at all.

To be specific—

General Electric is developing a market for refrigerators in barbecue stands. In the past few years, the barbecue stand has undergone a transformation. It has enlarged and, in some instances, branched into local chains. It has converted itself into a cafeteria that will seat several hundred persons. Besides electric refrigerators, it uses cash registers, adding machines, slicing machines, toasters. Against next summer's tourist business, it is a market today for all manner of equipment and all the varieties of supplies that go into full-fledged and big-scale restaurants.

The General Electric turns, also, to the farm market. And so do the manufacturers of heating equipment. The farmer is under the eye, also, of many a fabricator of metal products—many a manufacturer who never has realized

how big a buyer the farmer is.

To catch a quick cross-section of the farm market and its possibilities, the University of Illinois investigated 412 farms around three cities in Illinois and Iowa. Here are the results:

23 per cent of the investigated farms use electric current from public-utility lines;

66 per cent have running water in their kitchens;

20 per cent have bathrooms, with running water;

43 per cent are heated with furnaces;

77 per cent are equipped with gasoline or kerosene cook stoves; and

3 per cent do their cooking with electricity.

The farmer is a prospective customer for portable, metallic bins for the storage of grain. In the wheat country he can be sold knock-down, steel bins with capacities up to 1,500 bushels.

He is a customer for steel bins for the "curing" of vegetables—notably, in certain regions, for the "curing" of sweet potatoes.

And the steel industry's view of sales possibilities in broader markets focuses itself, also, on other opportunities. Steel is going into partitions for office buildings—partitions whose selling points are economy and portability.

The coming year will see renewed activity in road-building. And therein the steel industry sees still more sales. For steel goes into bridges, into reinforced concrete, and into the safety guards along highway edges. In Chicago, the industry has installed, experimentally, a section of steel paving in a street—mesh-work steel, fabricated as are metallic door mats.

Steel is going, also—with the aid of advertising and of salesmen—into such things as kitchen cabinets and wall safes for homes.

In many an industry, sales executives are sending salesmen to brand-new customers—customers whose buying potentialities have been created by changes and trends in business.

The drug store installs special equipment and buys special supplies to the end that it may serve



The Sunday magazine section of LA NACION of Buenos Aires has proved to be the greatest journalistic achievement in Argentina. Also, it has commercially produced remarkable results for advertisers.

**T**HE circulation of this magazine section is, of course, the same as the Sunday edition of LA NACION—a circulation that includes the most select and wealthiest class of Argentina, and penetrates Uruguay, Paraguay and other countries of South America.

The magazine itself is printed entirely in rotogravure with both covers in all colors. Any combination of color can be used. In contents, as well as in appearance and profuse illustrations it brings a new level of distinctive journalism to Argentina.

Long after the Sunday newspaper has been discarded, this magazine section of LA NACION is usually retained and re-read throughout the week. Often it is placed in a permanent reference file.

Use the Sunday magazine of LA NACION to reach Argentina's quality prospects. They are the key audience for luxury and "essentials" purchasing. Sample copy gladly sent you.

Editorial and General Offices in  
the United States:  
**W. W. DAVIES**  
Correspondent and General Representative  
383 Madison Ave., New York City

United States Advertising  
Representatives:  
**S. S. KOPPE & CO., Inc.**  
Times Building, New York City  
Telephone: Bryant 6908

# LA NACION

*of Buenos Aires*

**Extraordinary Pulling Power — Superior Coverage — Prestige**

sandwiches and pie and coffee. Why doesn't the grocer? Salesmen are asking him—and showing him figures of potential profits.

In business everywhere, there is a job for a business talent that long has been neglected—the talent of salesmanship. In 1930, we shall see the return of hard-working, two-handed selling. We shall see sales managers applying renewed interest to selling methods. We shall see a recurrence of the prepared and memorized selling talk.

For business, with its feet on the ground again, is going back to work.

And meanwhile, there is no call for small-talk—especially the kind of small-talk that concerns itself with gloom.

### Death of Herbert B. Harding

Herbert B. Harding, for many years general manager of the Humphreys Homeopathic Medicine Company, New York, and prominent years ago in advertising, died at New York on January 4. Starting with Smith's Homeopathic Pharmacy, Mr. Harding later worked for a short time for Boericke & Tafel and then, in 1881, joined the Humphrey organization, of which he was advertising manager. Later he assumed practical direction of the business which he developed into one of the largest of its type in the country. His association with the Humphrey company extended over a period of forty-four years. In 1925 he retired, remaining as a member of the board of directors. He was a former treasurer of the Proprietary Association of America.

Mr. Harding was also the fourth president of the Sphinx Club, organized in the early days of advertising, holding that office from 1900 to 1901. Mr. Harding was seventy-four years old at the time of his death.

### "Christian Science Monitor" European Appointment

Kenneth E. Field-Hart, formerly national advertising representative, at London, of *The Christian Science Monitor*, has been appointed European advertising manager of that publication. He was, at one time, with the Boston office of that paper.

### F. W. Jameson, Jr., with Capper

Fred W. Jameson, Jr., has joined the sales staff of the Capper Publications, St. Louis. He was, until recently, with the Manz Corporation, Chicago.

### Mail-Order Sales Show Gain for Year

Sears, Roebuck & Company for December report sales of \$54,219,540, against \$42,434,173 for December, last year, an increase of 27.8 per cent. Sales for the twelve months of 1929 amounted to \$443,452,640, against \$346,973,915 for the year, 1928, an increase of 27.8 per cent.

Sales of Montgomery Ward & Company for December amounted to \$35,799,316, against \$31,951,820 for December, 1928, an increase of 12.0 per cent. Sales for the year, 1929, amounted to \$291,530,621, against \$232,354,738 for the year, 1928, an increase of 25.4 per cent.

### Now Beecher-Cale- Maxwell, Inc.

Beecher-Maxwell, Inc., St. Louis advertising agency, has changed its name to Beecher-Cale-Maxwell, Inc., following the association of Algernon S. Cale with that agency as vice-president. Mr. Cale was formerly vice-president of the D'Arcy Advertising Company, in charge of its Atlanta office.

Officers and directors of Beecher-Cale-Maxwell, Inc., are Edward Beecher, president; Joseph A. Maxwell and Mr. Cale, vice-presidents; Lynn A. Gratiot, secretary-treasurer and Charles F. Kelly, Jr.

### Buy Lima, Ohio, "News"

L. S. Galvin and W. J. Galvin have purchased the holdings of Adolph Weixelbaum, for twenty years president of the Lima News Publishing Company, publisher of the Lima, Ohio, *News*. L. S. Galvin has been elected president to succeed Mr. Weixelbaum. W. J. Galvin becomes vice-president. The Galvins also own the Wilmington, Ohio, *News-Journal*.

### Appoints Frank Presbrey

The Bloomfield Laboratories, Bloomfield, N. J., have appointed the Frank Presbrey Company, New York advertising agency, to direct the advertising of its Hygem, an intestinal prophylactic. A preliminary campaign will be run in Northern New Jersey newspapers. Magazines, drug papers and direct mail will also be used.

### Appoints Kelly, Spline & Watkins

The C-O-Two Fire Equipment Company, Los Angeles, has appointed Kelly, Spline & Watkins, Inc., New York advertising agency, to direct its advertising account.

### Joins Syverson-Kelley Agency

Walter Karlowski has joined the production department of Syverson-Kelley, Inc., Spokane advertising agency.

9, 1930

## Gain

or De-  
19,540,  
r, last  
Sales  
ounted  
73,915  
f 27.8

Com-  
\$35,  
ecem-  
cent.  
ed to  
3 for  
4 per

s ad-  
name  
ollow-  
Cale  
Mr.  
f the  
arge

cher-  
cher,  
Mr.  
atitot,  
F.

"

have  
Veix-  
t of  
any,  
ews.  
dent  
J.  
The  
Ohio,

om-  
rank  
rtis-  
of  
A  
in  
lag-  
will

om-  
ly,  
ad-  
tis-

ry  
ro-  
y,



# To Help You to Visualize—

**D**URING the last 36 days there were more riders in the Street Cars of the United States than the number of copies printed during the last 10 years by the Ladies' Home Journal, Pictorial Review, McCall's, Woman's Home Companion, and the Delineator combined, as you will see from the following—

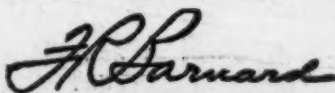
	MONTHLY CIRCULATION
Ladies' Home Journal.....	2,555,996
Pictorial Review .....	2,511,132
McCall's .....	2,450,517
Woman's Home Companion..	2,400,344
Delineator .....	2,002,672
<hr/>	
1 Month.....	11,920,661
<hr/>	
12 Months.....	143,047,932
<hr/>	
10 Years .....	1,430,479,320
* * * * *	

## U. S. Street Car Riders

Daily average exceeds..	40,000,000
36 Days.....	1,440,000,000

Do you believe that the consumer, who receives every day hundreds of advertising impressions, has a different storage place for each form of advertising?

Obviously all impressions from advertising go to the same mental storehouse and on that basis, Street Car advertising is the most economical advertising medium in existence—with many exclusive advantages for advertisers that no other form of advertising can ever possess.

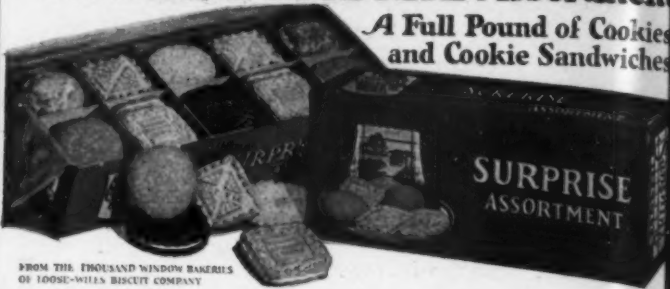


National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

## SUNSHINE SURPRISE Assortment

A Full Pound of Cookies  
and Cookie Sandwiches



FROM THE THOUSAND WINDOW BAKERIES  
OF LOOSE-WILES BISCUIT COMPANY

## Five Year Sun

THE Loose-Wiles Biscuit Company, Bakers of Sunshine Biscuits, have signed a contract for five years of Street Car advertising. The service starts January 1, 1930.

This advertiser has used Street Car advertising for many years in scattered cities. The new contract includes every city in every State with Street Car service—solidly from Canada to the Gulf and from the Atlantic to the Rocky Mountains.

53,375,756 people live in the hundreds of cities and towns

## STREET RAILWAYS



, 1930

Jan. 9, 1930.

PRINTERS' INK

ment  
cookies  
wiches

SE  
T

Now wax wrapped



keeps crispness in  
**Sunshine Soda Cracker**

ear **Sunshine**"

Sunshine is sold by the Street Cars which will display the Sunshine  
of Street Car cards from early morning until late at night.

These cars carry 1,046,462,004 passengers every month.

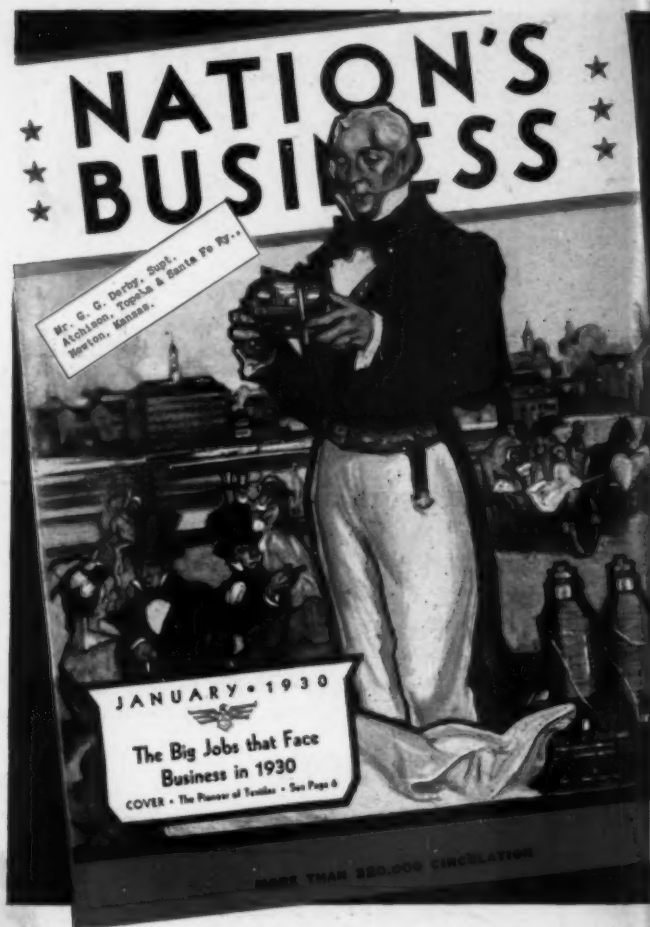
Anybody who rides with the car cards and as the average ride ex-  
ceeds twenty minutes, it is certain that millions of favorable  
impressions for Sunshine Biscuits will be delivered every day  
by this tremendous mass of consumers—scores of millions of  
favorable impressions for Sunshine Biscuits every month.

ADVERTISING COMPANY

Saline type of  
cracker baked to a  
golden brown—easily digested







“After reading Nation's Business  
I pass it on to other members  
of my staff who find many  
articles in it of benefit to them.”

**G. G. DERBY, Supt.**

**Atchison, Topeka & Santa Fe Railway Co.  
Newton, Kansas.**

9, 1930

K  
★  
★



7

Jan.

Pr

Ed

from  
New  
sell  
Cit  
the  
reg

exc  
to  
wh  
ers

it  
the  
opi  
do  
nan

IT  
ro  
Dep  
Yor  
distr  
ent  
ing  
If t  
New  
must  
Se  
of th  
"I

man  
prie  
fact  
exte  
befo  
for  
to r  
cure  
from  
acco  
of t

In  
ent  
" .  
incl  
nal  
pare  
inte  
com  
is n  
Stat  
For  
the  
whi  
clai  
nam  
cept

## Registration of Proprietary Medicines in New York

*Editor of PRINTERS' INK:*

We are just in receipt of a letter from the Department of Health of New York City, stating that we are selling our product in New York City in violation of Section 117 of the Sanitary Code and asking us to register our formula with them.

We do a national advertising and exclusive mail-order business, selling to the individual direct and not to wholesale or retail druggists or dealers in medicines.

This being the case do you think it would be necessary to comply with the department's request? Your opinion will be appreciated. Please do not print this letter with our name.

IT is necessary for our reader to register his formula with the Department of Health in New York. The method of selling or distributing the proprietary or patent medicine has no particular bearing on the question of registration. If the product is sold for use in New York City the manufacturer must comply with the law.

Section 117 of the Sanitary Code of the City of New York reads:

"It shall be the duty of every manufacturer or proprietor of proprietary or patent medicines manufactured, prepared, or intended for external or internal human use, before offering any such medicine for sale in the City of New York, to register the same with, and procure a Certificate of Registration from the Department of Health in accordance with the Regulations of the Board of Health."

In defining "proprietary or patent medicines" the Act states: "... shall be taken to mean and include every medicine or medicinal compound, manufactured, prepared, or intended for external or internal human use, the name, composition, or definition of which is not to be found in the United States Pharmacopoeia or National Formulary, or which does not bear the names of all the ingredients to which the therapeutic effects claimed are attributed and the names of all other ingredients except such as are physiologically in-

active, conspicuously, clearly, and legibly set forth in English, on the outside of each bottle, box, or package in which the said medicine or medicinal compound is held, offered for sale, sold, or given away."

A pamphlet on Section 117 of the Sanitary Code and the application for the registration may be obtained from the Department of Health, 505 Pearl Street, New York City, N. Y.—[Ed. PRINTERS' INK.

### Now with Tubize Advertising Department

Howard N. Cappell, formerly in charge of the technical research department of the Tubize Artificial Silk Company of America, Inc., New York, has been made a member of the advertising department of that company. He was, at one time, assistant sales manager, in charge of spun silk and silk threads, of the Corticelli Silk Company, New York.

### Insurance Association Appoints Aubrey & Moore

The Federation of Mutual Fire Insurance Companies will this year launch a national advertising campaign in magazines. The group is a national association composed of seventy-five member companies and maintains headquarters at Chicago. Aubrey & Moore, Inc., advertising agency of that city, has been appointed to direct the account.

### Appliance Account to Behel & Harvey Agency

The Cincinnati Victor Company, Cincinnati, manufacturer of household electrical appliances, has appointed Behel & Harvey, Inc., Chicago advertising agency, to direct its advertising account. Magazines and business papers will be used.

### L. L. Baehr, Vice-President, Curtis Company

Laurence L. Baehr, formerly advertising manager and, more recently, general manager, of the Curtis Company, Inc., New York, manufacturer of upholstered furniture, has been elected vice-president of that company.

### J. A. Laansma with Motor and Equipment Association

J. Albert Laansma, formerly with the *Detroit News* and, prior to that, with the Flint, Mich., *Daily Journal*, has joined the staff of the Motor and Equipment Association as director of publicity.

# Compiling the Report of a Market Survey

Suggestions for Tabulating and Analyzing the Questionnaires

By Aesop Glim

IN the last six weeks I have expounded at length on the problems of research and market survey work. We have discussed the planning of the survey; we have studied the construction of the questionnaire; we have given thought to the selection of field workers; we have considered the technique of interviewing—all in order to make certain that the information collected shall be an accurate picture of the conditions. Now that the facts have been gathered, we are ready to tabulate them.

To some people the work of tabulating is of little concern. There are a number of answers to each question. Total these, get the percentages, the work is completed. That is not research. An adding machine and a school boy can accomplish as much. And much present-day research is conducted along these slip-shod, hit-or-miss methods.

The true research man considers the tabulation as an arduous and confining task, actually more difficult than any other phase of his work. Because he is driven by a desire to find out the real answer to his problem, he faces his job with a determination to dig and dig until every possible situation has been examined. Somewhere in that mass of field reports and general statistics is the answer. It is for him to ferret it out. His ability to analyze and to make one comparison after another decide the quality and value of his report.

To plan and to direct tabulating demand close application to a difficult job. The work can be lightened considerably if approached in the proper frame of mind. Make it a game. Before you there are a hundred or a thousand sheets of paper, each containing answers to a series of questions. These answers vary a great deal in some

cases, and only slightly in others. Here is a puzzle, much more interesting than any jig saw you have ever seen. By matching and rematching you will eventually work it out. It demands concentration and it requires you to live with the puzzle day and night until it is solved; but the pleasure of the game and the satisfaction in conquering it are well worth all you give. The real research man is willing to withdraw for the time from his everyday world and, freed from distraction, to live with and for his problem only. Unless you subscribe to this, turn over the tabulation to someone else; you will not do a good job.

The word Thoroughness has appeared repeatedly throughout this series of articles, because it is the cornerstone of all research work. Nowhere is its value more intensified than in this branch of the work. The word Thoroughness contains the complete answer to the success of all tabulating.

## *Everything Must Be Proved*

You have been told that figures lie. This need not apply to the figures prepared by the true research man. He guards against that. He questions the accuracy of every group of figures placed before him. No one set passes unchallenged or is accepted by itself. Everything must be proved. One group must sponsor the accuracy of the next group and an array of substantiating evidence must be produced before he places his final O.K. on any figure. That is Thoroughness.

The real answer may be buried; you must dig to determine what that answer is. Refer back to my article on the preparation of the questionnaire and read again the advice in regard to identification. Note the admonition to identify each questionnaire in every possi-

Meet **MISS 1930**



Every 30 Seconds  
Night and Day  
From Midnight  
November 30th  
Until Midnight  
December 31st

An American Girl Bought  
a Copy of the January

**Miss 1930**

*The Magazine for the Modern Girl*

A. H. YOUNG  
*Advertising Director*  
80 Lafayette Street  
New York, N. Y.

*Western Representative*  
POWERS & STONE, Inc.  
38 So. Dearborn St.  
Chicago, Ill.

ble way so that it can be broken down in tabulation. If you did that your work is lessened considerably now, because you can plan your tabulation by the various divisions. However, do not depend entirely on your original form of identification. In working that out you were dealing with the unknown. Now you have collected the facts; which may permit additional breakdowns. Whether you plan to have the final tabulation done by machine or by hand, make it a rule to make a test tabulation personally and by hand before the final compiling is started.

Base the test on a sufficiently large number of reports—from fifty to a hundred—and, for the time being, consider these as the entire job. Tabulate them according to your identification forms and then compare the answers. Do they give you all the facts? How about the young housewives under twenty-five years of age? Do their answers agree with those housewives over forty-five years? Do the young housewives living in section A of the town report the same as those living in the B section, or those in the C section? If that information is not readily obtainable from your tabulation, lay out a new table.

Never be satisfied with reports from housewives or druggists or retailers or jobbers *as a group*. Determine what the different sections of each group say. Make your breakdown under every conceivable heading. Remember you cannot have too much information; your report must answer all questions raised. Of course, common sense will prevent you from going to foolish extremes. You can cull later. Very few research jobs fail from going too far; the majority do not go far enough.

Here is a cue which has proved most valuable in tabulating. Whenever a set of figures is placed before you, ask yourself this question, "Who said that?" In a tire investigation, did all the dealers say that? How about the dealers who carry the AB brand only? What did they say? And what did the BC dealers say? By the time you finish asking, "Who

said that?" you have a pretty clear picture of the situation by groups. That is what makes one tabulating job so much better than another. Keep "Who said that?" constantly before you.

### *Tabulate Geographically*

When you have developed all the possible breakdowns, you are ready for the final tabulation. Do this geographically. Study each section of the country separately and intensely. Start with the smallest unit and work up. It may not be sufficient to base your findings on one section as a unit. Conditions in certain cities may affect the final percentages. Therefore, study the answers from each city and combine the figures for the section.

Assume you are studying the coverage of a cosmetic. Your sectional percentages show a coverage of 75 per cent. If you stop there your report is worthless. You must determine conditions in the different cities. In cities A, B and C the coverage is 90 per cent; in cities D, E and F it is 80 per cent; in cities G, H and I, it is 60 per cent, etc. Further than that, show what the percentage is in each different section of each city. In city A the coverage in the chain stores is 100 per cent; in the downtown independent stores 90 per cent; in the stores in the medium class neighborhoods 80 per cent, etc. Be in a position to answer every question. Develop your tabulation so that you present a picture not only of the country at large, but of the different sections; of the cities in that section; and of the divisions of those cities.

When you have completed your study of each geographical division, combine the sections to get your national picture. If you gradually work your tabulation from the bottom up, you are in a position to cross-analyze at length. If there is unusual weakness in one section, you can trace it. You can explain exceptional strength in another section. You are not misled by the particularly favorable or unfavorable situations in a few localities. You know how each group—by age, social or economical status, etc.—stands in every division, in every



# The Fable of The Elephant and The Goat

By R. F. R. HUNTSMAN

The most aristocratic Lion of the Jungle family desired to move his chattels to a location where the food was more plentiful and the school facilities better for the progeny.

Having selected the spot for the future home, he approached the Elephant who had built a fine reputation for moving goods quickly and with care, and at a cost considered reasonable.

The details of the transaction being completed and the date having been agreed upon, the Lion told the madam about the matter.

Thus the neighborhood soon hummed with the news, which ultimately reached the ears of a certain Goat which had specialized to some extent in the transportation problem in that locality, and he sped with zeal to the abode of the Lion to press his claims for the moving contract.

The Lion received him with the courtesy to which he believed him entitled, explained that the engagement had been entered into with the Elephant, and the matter was closed.

But the Goat still pleaded for recognition, stating he had heard the Elephant had a sore toe, or something of the kind, and, therefore, might not be in condition to do the job.

To be on the safe side, the Goat argued, it would be much better for the Lion to engage

him also to be present with his crew of Goats to handle the situation—alone if necessary, or in any event to assist the Elephant.

Although the Lion, upon further investigation, was convinced that the Elephant could and would move his goods with dispatch, alone and unaided, still he allowed himself to be cajoled into making an additional payment to the Goat.

Moving Day having arrived, the Elephant came early, picked up the entire household equipment of the Lion and transported it to its new quarters—the Goat, meanwhile, industriously butting at his hind-quarters in as helpful a manner as possible.

The moral of this moving tale is found in the fact that in the great market of the Bronx, the *Bronx Home News* moves your goods alone—does the job thoroughly, and does it at *one cost*.

Furthermore, those who have engaged this newspaper to move their goods into Bronx homes are satisfied with a job well done.

**R. F. R. Huntsman, Inc.**

Woolworth Tower, N. Y.

Tel.: Fitz Roy 0840

National Representative

"The Home News"

---

# The Kansas C

G

of

5

tic  
m  
co

3

3  
th  
m  
li

# THE KANSAS C

*Largest Newspaper Wes*

# City Star's Greatest Year

Nineteen twenty-nine marks the greatest era of growth in the history of The Kansas City Star.

## 579,396 Copies Daily

The Star enters the new year with a circulation of 290,232 copies evening, 289,164 copies morning, a combined daily average of 579,396 copies. The Sunday circulation is 311,099 copies.

## 31½ Million Lines of Advertising

In 1929 The Kansas City Star printed 31,573,798 agate lines of paid advertising. It is the first time the yearly total has equaled 30 million lines. The gain over 1928 was 2,618,148 lines.

# KANSAS CITY STAR.

West of Chicago

FOR MORE DETAILS ABOUT THE LUDLOW METHOD OF  
COMPOSITION, WRITE, INCURRING NO OBLIGATION

**STYGIAN**  
**ROMAN**, a new  
**Ludlow type, has ex-**  
**ceptional attention**  
**getting value and the**  
**usual Ludlow advan-**  
**tage of being easy to**  
**set economically. . . .**

---

**Ludlow Typograph Company**  
**2032 Clybourn Avenue . . Chicago, Ill.**

city and in every section of a city. Your report goes right to the bottom of things. The picture you present enables the directing of corrective methods to the very point where they are most needed.

There is the entire secret of tabulating—and the meaning of Thoroughness.

Make your tabulation so complete that the facts developed will require little interpretation; which can be done by those more thoroughly acquainted than you with the particular business. If you are fitted by experience to interpret the results, so much the better; if you are not, don't try it.

The application of scientific statistical methods cannot be covered in a few paragraphs. There are numerous interesting books devoted to this subject. You might try to acquaint yourself with some of the simpler forms, such as weighted averages, the median and the mode. But unless you thoroughly understand the scientific application of statistics, do not try to apply them.

#### *Now Have a Dual Nature*

When your tabulation is *entirely* completed, and not before, start on your report. Heretofore I have advised you to be yourself. Now you must have a dual nature. Be yourself insofar as the actual writing is concerned. Your job is to state in plain language what facts have been developed by the survey. You are not an author. There is no room for fiction.

But when it comes to the development of the facts, you can no longer be yourself. You must put aside all feelings, all prejudice, all favoritism, all enthusiasm. Your heart must be as cold as stone and you must be as unemotional as an inanimate machine. This is not easy because it is not natural. It is only human in the tracing of the progress of a product to lean unconsciously toward this or that brand. If you have a particular interest in one brand it is next to impossible to put this aside. But you must. It is vitally necessary that you approach the work with an absolutely open mind. If the fact is directly opposed to the policy of your firm or your client,

it must not concern you for a moment. Do not make any explanation or half excuse. Here are the nude facts. Present them in all their nakedness. The moment you clothe them with the lightest garment, you have failed. Only when you reach that state where you have no emotions in regard to your subject are you fitted to write a report.

It is understood, of course, that there will be no trickery in presenting the facts. That is beneath consideration. Don't present percentages alone. Let it be clearly understood what number of interviews each percentage represents. If the number of interviews in some one or in all cities is limited, come right out and say so—these percentages are based on thirty-five interviews or on five interviews or on whatever the number may be. If you interview only five users of a certain cosmetic, four of which prefer a light tint, let that be known. It is misleading to state that 80 per cent of the users of this cosmetic prefer a light tint. That is not the complete story. You have not interviewed a sufficiently large cross-section. Don't use percentages to deceive yourself or anyone else.

Make your report neat and concise. Get right down to the meat in every case and do not wander. Have each sentence carry a message, have each table explain something important. Do not aim for volume, it is quality you want. Forget about all the work you have done. It is not necessary to explain this with a heavy unwieldy report. You were sent out to get the facts. Your boss or your client is a busy man and has not the time to wade through a lengthy report. Give him the facts, all the facts he paid you to get.

Don't sacrifice anything for brevity, but weed all extraneous matters out of the report. You may have made fifty tabulations to prepare one table. Your reader is interested in that one table only. You are valuable because you know how to reduce all those fifty tabulations to one table. Take those fifty and all the other tabulations you have made, combine them with

your field reports and present them as the evidence on which your report is based. Use them to back up any statement you have made, but do not make them a part of your report simply for the sake of appearance.

Before you hand in your report ask yourself if there is any question regarding this subject which is not answered. If there is, answer it before the report leaves your hands, for that again is Thoroughness.

\* \* \*

This article concludes old Aesop Glim's remarks on the broad, interesting and important subject of Market Surveys. I hope my dear pupils have taken these words of wisdom to heart and will profit thereby.

Yet what will all this wisdom avail you, when your president sends for you and says he must have such and such information tomorrow and that he has set aside some \$50 to \$75 so you can amply cover the subject in all parts of the country?

You tell your president that he is asking the impossible. You tell him that you want to do a good job and that he is asking you to do the opposite.

Get onto your feet. Look him straight in the eye. Fold your arms and spread your feet apart. Take a deep breath and say to him—loudly enough for the whole office to hear:

"Mr. President, you want this information to assist you in making a decision. You have decided to make a survey. What then? Do you stop to think what this survey means? That it can do what your executives have failed to accomplish—that it can definitely determine your course of action?"

"Resolve, therefore, that we are going to make a thorough study or none at all. There is no arguing the point. Either you want full information or you want to fool yourself. If the latter is the case, base your decision on the toss of a coin or on any other turn of chance. But do not fool yourself with an inadequate survey. It is a dangerous weapon, which will turn on you. If you act on a guess,

you do so with open eyes. If you use a poor survey, you will quote it and soon actually believe that the statements you make are facts.

"Thoroughness is the first essential in research. That does not mean a large appropriation, extended time or masses of irrelevant information. The difference in cost between a true and a poor study is not important. There is no excuse on these grounds. Thoroughness means that you are going to examine fully every angle of that part of the business under consideration. You are not going to be satisfied with a one-sided picture. You are going to the bottom and get the truth. You are going to analyze and cross-compare field reports. You are going to get facts, facts, facts!

"So let me start the research men out in the right frame of mind. Do not ask them to do a poor job. Let them know that you insist upon thoroughness. Give them freedom to act as they see fit and give them enough time to do the job properly. They will appreciate your attitude and reward you with a report you can use without fear. They will get the facts for you."

You will probably lose your job. But it will be fun as long as your breath holds out.

### J. F. Pollock Appointed by Calumet Steel

J. F. Pollock, formerly general sales manager of the Horlick's Malted Milk Corporation, Racine, Wis., and, at one time, sales manager of the soap department of Armour & Company, Chicago, has joined the Calumet Steel Company, of the latter city, as sales manager of the post division.

### Now the Carnation Company

The Carnation Milk Products Company, Oconomowoc, Wis., has changed its name to the Carnation Company. The change has been made, according to E. A. Stuart, president, since the old name did not cover the diversity of interests of the company following its expansion in lines of business allied to its chief product.

### New Account to Shuman-Haws

The Cornell Wood Products Company, Chicago, has appointed the Shuman-Haws Advertising Company, advertising agency of that city, to direct its advertising account.

## Richmond—

## City of Constant Prosperity!

Here is a community that enters the 1930 era at the height of its wealth and power. Tobacco products, rayon, fertilizers, blotting paper, chief products of Richmond industries, today command good prices. Their increasing demand means busy and larger factories. Always a good market, Richmond will be unusually valuable in 1930 as one of the bright spots on the map of the nation's business.

Unusual, also, is the fact that this important city can be completely covered by one newspaper. The News Leader covers Richmond as thoroughly as only three other newspapers in the United States cover the cities in which they are published, reaching more than 98 per cent of the families. It is but natural that this strong paper should carry more advertising in six days than any other Virginia newspaper does in seven.

An outstanding 1930 market—

**Richmond, Va.**

Uniquely covered by

**The Richmond News Leader**

*More Daily Circulation Than Any Other Paper in Virginia!*

National Advertising Representatives:

Eastern:

DAN A. CARROLL  
110 East 42nd St.  
New York, N. Y.

Western:

SAWYER-FERGUSON CO.  
309 Palmolive Bldg.  
Chicago, Ill.



# The Value of a Big City Address to a Mail-Order House

Source of Supply and Distribution Facilities Are Main Elements to Be Considered When Deciding Where a Mail-Order Business Should Be Established

ROBERT W. KELLOGG, INC.  
SPRINGFIELD, MASS.

*Editor of PRINTERS' INK:*

We are considering the value of conducting our business from a New York address. We are in the mail-order gift business and are wondering whether you could give us copies of any articles you have published, giving experiences of other businesses along this line, i.e. establishing a New York City address.

ROBERT W. KELLOGG, INC.,  
W. F. POLLOCK,  
*Treasurer.*

IN deciding where a mail-order business shall be established there are two main things to consider: The first is accessibility to supply of the goods to be sold, with the idea of owning the stock at the lowest practicable laid down cost. The second essential is to be in a place from which distribution may be made at a minimum expenditure of time and money.

In seeking our opinion as to whether the Kellogg company might conduct its business from a New York address more advantageously, Mr. Pollock apparently is thinking of advertising prestige—the psychological effect that might be created in the mind of a customer or prospect when he received advertising matter from a big city rather than from a middle-sized or small one. It is of course true, to a certain extent, that the average person's natural reaction, on being approached for the first time in a mail-order way, is to pay relatively more attention to advertising matter emanating from a great marketing center than from one less important. The names New York, Chicago, Broadway, Fifth Avenue, State Street and Michigan Avenue naturally mean more to him than Warren, Pa., Shenandoah, Ia.—or even, if Mr. Pollock will pardon us, than Springfield, Mass. But we seriously doubt whether this element is important enough to make it one of the basic reasons for choosing a

location. There are important mail-order businesses being conducted in the smaller towns we have named, and these are only typical of dozens and scores.

The first impression that a customer receives from a mail presentation should be favorable, and the fact that he is addressed from a large city or a universally known street has a certain influence in helping produce such an impression. But, after all, this is a relatively small factor; there are many other things vastly more important. If the merchandise and prices are attractive and the advertising is good the name of the city, generally speaking, cuts too little figure to worry about.

In considering what advertising benefit, if any, a particular location can give to a business, there is only one element that amounts to much. This has to do with whether the merchandise offered is of such a specialized nature that it is almost automatically associated with certain marketing centers. For example, S. Roland Hall in his book, "Mail Order and Direct Mail Selling," suggests that automobile accessories would have a certain advance consumer acceptance if marketed from Detroit. He reasons likewise that the Frank E. Davis Company has salability for its fish by reason of its location in Gloucester, Mass., and for obvious reasons. To this we might add that a line of merchandise possessing a distinctive style or fashion appeal could probably be marketed more resultfully from Fifth Avenue, New York, than Douglas Avenue, Wichita. It may be that some such consideration attaches to the Kellogg company's gift goods, but we are inclined to doubt it.

As showing that source of supply and distribution facilities are the forces that actually decide whether a mail-order venture is to

In 1929, as it  
has for years, The  
Los Angeles Evening Herald  
carried more paid  
advertising than any  
other daily newspaper  
(morning or evening) on  
the Pacific Coast.

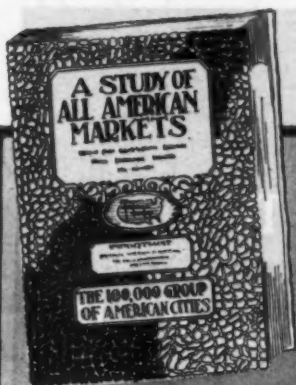
*Representatives*

**HERBERT W. MOLONEY**  
342 Madison Ave.  
New York

**JOHN H. LEDERER**  
Hearst Bldg.  
Chicago

**RAY MILLER**  
General Motors Bldg.  
Detroit

**A. J. NORRIS HILL**  
Hearst Bldg.  
San Francisco



Market  
MAPS from  
this Book



SPokane  
MARKET  
64  
TOWNS OVER  
1,000



Seattle  
MARKET  
11  
TOWNS OVER  
1,000



TACOMA  
MARKET  
14  
TOWNS OVER  
1,000



Portland  
MARKET  
38  
TOWNS OVER  
1,000

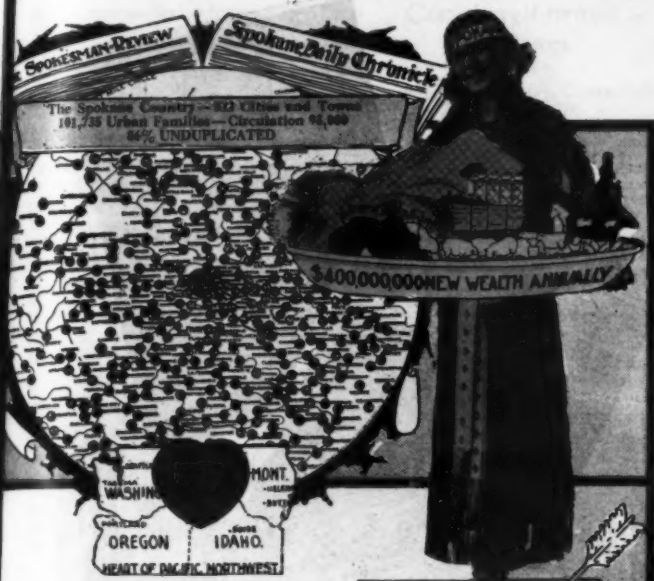
Business is Humming in the  
Rich, Rapidly Growing  
Pacific Northwest

**Significant Facts**  
- ABOUT -  
**The Spokane Country**  
-- and its  
**Relative Importance**  
among the  
**4 Major Markets**  
of the Prosperous  
**PACIFIC NORTHWEST**

**P**LEASE note thumbnail market maps at the left, reproduced from late edition, "A Study of All American Markets." Maps show towns over 1000 in the four major markets of the Pacific Northwest: Spokane market, 64 towns over 1000; Seattle market, 11; Tacoma market, 14; Portland market, 38.

According to the same authority, while Spokane leads only 27 of the 100 Major American markets in population of city alone, based upon A. B. C. trading territory figures, it leads 43 in population of trading area: 80 in number of towns 1000 or over; 43 in buyers over 15 years; beats 48 in passenger automobiles; 33 in bank deposits; has more telephones than either of 12 states; and wired homes to families leads 45 states. Per capita spendable income (Sales Management) leads 32 states.

*"Win the Urban-Heart and Cultivate the Farm  
Dailies and State Farm Weeklies"*



Conditions in the Spokane Country are excellent for intensive sales activity. From its basic industries—agriculture, fruit-growing, mining, and lumbering—the Spokane Country produced over \$400,000,000 new wealth in 1929. The \$3,000 (86% UN duplicated) combined circulation of THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE covers nearly all the 101,735 prosperous urban families of the field.

## REVIEW CHRONICLE GENERAL ADVERTISING BUREAU—Spokane

Representatives

WM. J. MORTON CO., NEW YORK, CHICAGO

M. C. MOGENSEN & CO., INC.

SAN FRANCISCO LOS ANGELES PORTLAND SEATTLE

### Interesting Facts About THE SPOKANE COUNTRY

Produces

- 1-10th of Nation's Wheat
- 1-5th of Nation's Apples
- 1-3rd of Nation's Lead
- 1-4th of Nation's Silver
- Lumber, Annually—\$50,000,000

Total New Wealth 1929—over \$400,000,000



### COWLES PUBLICATIONS

WASHINGTON FARMER, OREGON FARMER, IDAHO FARMER—Over 110,000 Net Paid Circulation, 83% UN duplicated with Any Other Farm Paper—In a Field with Farm Buying Power 41% Above Nation's Average.

Backbone of the Prosperous Pacific Northwest Thru the Spokane  
—And This Market is Largely Yours!



(To remind you WHY industry can be sold economically)

28,000 of the 187,390 plants in all manufacturing industries do 84% of all the buying.

Through *Factory and Industrial Management* your advertising message reaches men who are primarily interested in plant and production management.

Through *Industrial Engineering* you place your sales story before men responsible for maintenance (plant engineering) whose job of keeping the plant and all its equipment in perfect running order, makes them important factors in the selection of equipment.

**McGRAW-HILL PUBLICATIONS, CHICAGO**

**ECONOMICAL COVERAGE OF PROGRESSIVE  
MANUFACTURING PLANTS IN ALL INDUSTRIES**

be a success—the selling of merchandise, that is—it is interesting to consider the experiences of Montgomery Ward & Company.

Ward became a national institution through merchandising its goods from Chicago by catalog. Its operations, along with those of Sears, Roebuck & Company and numerous lesser firms, made Chicago the recognized mail-order capital of the world. A house could start business in that city and at once have a certain amount of consumer acceptance by virtue of its geographical location. To this it could add the advantages of nearness to source of supply and excellence of distribution facilities.

But, with the opening of the Panama Canal, Ward found that it could not successfully compete on a price basis with other distributors on the Pacific Coast. Merchandise could be shipped from the East by water and laid down in San Francisco and other cities at a cost which gave competition a decided advantage. When Ward's merchandise was assembled at its Chicago warehouse and then shipped out to its catalog customers on the Pacific Coast the distribution expense was such that a considerable part of the net profit was absorbed.

Thus was the prestige of Chicago as a mail-order center neutralized or lessened. Ward began establishing complete distributing units West of the Rocky Mountains, and they were operated as individual houses more or less independent of the Chicago headquarters. The company shipped much of its merchandise by water and then had to develop local sources of supply. Manufacturing communities have grown up in the West because of the presence of Ward and Sears distributing houses.

If there were any decided prestige attached to any one city as a mail-order center (the point upon which Mr. Pollock is seeking information) Ward naturally would have confined its operations to Chicago. But distribution stepped in, and distribution is the biggest merchandising problem of all.—[Ed. PRINTERS' INK.]

## Company-Owned Airplanes

GREAT LAKES AIRCRAFT CORPORATION  
CLEVELAND, OHIO

Editor of PRINTERS' INK:

I understand that you have been making an investigation of the use of airplanes by various commercial and industrial organizations and that some of your findings have been published in recent issues of PRINTERS' INK.

I would like very much indeed to secure two copies of each of the issues of your magazines in which any information or reference to this particular investigation is made.

D. V. STRATTON,  
Director of Sales.

MR. STRATTON refers to a series of three articles which appeared under the title, "What the Company-Owned Airplane Is Accomplishing," in the following issues of PRINTERS' INK: Page 3, August 8, 1929; page 81, August 22, 1929, and page 25, September 5, 1929.

This investigation was made among nearly all of the commercial organizations using airplanes in business. Through their co-operation we secured information about the following topics:

1. The company-owned airplane as an advertising medium.
2. Use of airplanes in delivering merchandise and in emergency shipments.
3. Airplanes used to test aviation oils and fuels by oil companies.
4. Airplanes used in sales work.
5. Why some companies found airplanes unprofitable.
6. The cost of operating company-owned airplanes.—[Ed. PRINTERS' INK.]

D. F. Prather with  
Collins & Inglis

Donald F. Prather, formerly of the sales department of the Cuneo Press, Inc., Chicago, has joined the sales department of Collins & Inglis, Inc., photo engraver of that city.

Joins Boyd Company

Mrs. F. O. Jones, formerly with the Talbot Manufacturing Company, of Los Angeles, has joined the staff of The Boyd Company, of that city, as an account executive.

# We Quit Asking Our Salesmen for Advertising Ideas

This Company Found That Consulting Salesmen and Branch Managers about Advertising Plans Led to Too Many Conflicting Opinions

By D. C. Miner

Advertising Manager, Keasby & Mattison Company

"**B**ASE the merchandising program on the experience of the men on the firing line. No man sitting at a desk far removed from his customers should make arbitrary decisions."

Many a time speakers and writers have broadcast that warning to sales and advertising managers. We started our enlarged advertising program this year with that uppermost in our minds.

"Don't take a decided stand without consulting the sales force," we repeated to ourselves. So we questioned and wrote personally and talked earnestly to salesmen and branch managers.

And the upshot of the whole thing was that we were more confused afterward than ever before. No two men agreed, no two territories concurred, no two managers' opinions were alike. Yet they were all human beings, calling on the same strata and class of buying humans.

Finally we decided we had better make up our own minds. We may be wrong sometimes, but it saves us a lot of trouble and grief and loss of time to decide minor policies without questionnaires.

To be specific:

The branches wanted a large detailed sheet showing exact methods of installation of a new product, "Waltile," used for interior decorative wainscoting. It's tough and hard, and may be nailed to studs by drilling holes, or cemented to plaster walls.

We circularized the branches for suggestions, and got them, plenty of them, no two alike. We foundered, all bewildered, in a mass of correspondence, until finally we put it all aside and started anew, writing our own specifications from factory knowledge. We checked up with the dozen branch

office reports and found most of the points had already been covered by our own specifications. Four weeks or more had been lost by going to the sales force for ideas.

We issued an advertising portfolio last spring to enable salesmen to present our merchandising plan visually to dealers. This fall we sent a questionnaire to all salesmen, asking what use they had made of it, what criticisms they had heard, and suggestions to be considered in preparing next year's edition. Many of the suggestions were good, but there was often a reason why headquarters could not carry them out.

Instead of confining remarks to the portfolio itself, its physical make-up and material therein, the salesmen's replies covered the whole gamut of sales and advertising policies. It was the first time they had been asked for opinions and they had a lot to get off their chests, as salesmen do. We didn't blame them particularly for not confining their ideas to the portfolio itself, but the result showed fewer helpful suggestions for betterment of the prospectus than it did personal opinions on the general subject of advertising.

It's the same way in a sales meeting not led by one in authority who makes the members present stick to one subject. The discussion will ramble from ships to shoes to sealing wax, all over the globe, if it isn't directed carefully.

We had decided to establish a resale price to consumers on one article sold through dealers, so that we could quote on it from our home town. We asked the branches what they thought about it, and of course the answers were multitudinous. We were all wrong, according to replies, but the rea-



# COME IN— *the water's fine!*

THE calamity howlers would have us believe the country is headed straight for the bow-wows and that quota will be a mighty rare bird in 1930.

That kind of talk might disconcert a novice, but we know the old-timers, with clear heads and steady eyes are going right out after the bag limit.

There were 58 new users of color page advertising in The American Weekly during 1929.

The American Weekly will carry more advertising and show a greater circulation during 1930 than during any previous year in its history.

Twelve additional new advertisers have already bought color page space in The American Weekly for 1930 and advance orders for 1930 are hundreds of thousands of dollars ahead of what they were last year at this time.

This, despite the fact that during 1929 this great magazine broke all lineage records and passed the six million circulation mark, the record circulation for all publications for all time.

This marks the third consecutive year for lineage and circulation increases and 1930 will be the fourth record year.

The astonishing thing is not that The American Weekly has registered the largest gains in the entire magazine field, but that even more advertisers have not seen the cold logic of using this publication as a major medium.

Business is not going to the bow-wows, but the wise old-timer is going to use the maximum load and a full-choked barrel.

Think of it! For \$16,000 you can buy a color page in The American Weekly—a page nearly three times the size of any other magazine page—and reach one-fourth of the entire buying population of America!

For The American Weekly is read by more than 6,000,000 families located in the country's richest buying centers and you can reach this tremendous market at a cost of less than  $\frac{1}{4}$  cent per family.

How can you invest your 1930 advertising dollars more effectively than to spend them for space in the medium that reaches the most people at the lowest cost?

Come in, the water's fine!

**THE AMERICAN  
WEEKLY**  
*Greatest  
Circulation  
in the World*

Main Office: 9 East 40th Street, New York City

Branch Office: WRIGLEY BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON  
. . . 153 BONNIE BRAE, LOS ANGELES . . . 331 MONADNOCK BLDG., SAN  
FRANCISCO . . . 13-231 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA  
BLDG., CLEVELAND . . . 161 MARITTA ST., ATLANTA

sons set forth for our error were as numerous as the branches, so we put the price into effect, and there hasn't been a complaint since. If we had listened to the first protests without analyzing them, we'd still have been groping, and sales would have been lost because of the delay in quoting on inquiries.

Last year we put out calendars to the trade. We didn't think the money was well invested, so we asked the branches. They, being closer to the trade, should know, we felt.

Result: Three out of twelve advised reissue. Four didn't care—would use them if furnished, but wouldn't break into tears if the calendars were omitted. The other five said "no" and gave five counter suggestions with varying reasons therefor.

Of course if all had asked for calendars, calendars they would have had. But with the various personal opinions we had no distinct majority for or against. We decided not to issue calendars.

Then the question arose, what should we broadcast as a seasonal remembrance? We hadn't learned our lesson yet, so we wrote another circular letter asking what we should prepare for customers. Some branches had ideas which were out of the question because of expense. Others advised us to see novelty salesmen. Still others wanted large or small calendars with variations from the last-year type. So we bought inexpensive diaries, which no one had suggested, and now the orders are pouring in for them from the branches, without objection.

That convinced us that we could make up our own minds without local managerial or salesman opinion, especially on the details of promotional material. That doesn't mean we disregarded opinions, nor that we think we know more about what the trade needs than do the men calling on it.

It is the job of the sales force to sell, and it is the job of the advertising and sales promotion departments to pave the way for sales, and to provide the tools to aid in breaking down sales resistance.

Those tools must be fashioned to do the job best in a general way. They can't be changed for each locality or each salesman. They must be bought on a quantity basis and must serve the whole trade alike. The salesman himself must provide the personal touch and take up the individual's problems where the general sales tools, such as advertising, dealer helps, novelties, prospectuses, etc., leave off.

To make the best sales tools, a personal knowledge of the field is required—knowledge gleaned from customers and not merely from a few salesmen who may have pet hobbies. After the background is obtained by those in charge of promotion of sales, the shaping and finishing of the tools can be handled quicker and more effectively by the main office than by following the dictates of the sales force itself.

At least, that has been our experience.

---

### W. I. Shugg Joins Jordan Advertising Abroad

W. I. Shugg, formerly advertising manager of The Kolynos Company, New Haven, Conn., Kolynos toothpaste, and previous to that, advertising and sales promotion manager of the Winchester Repeating Arms Company, also of New Haven, has joined Jordan Advertising Abroad, Inc., New York, as manager of the service department.

---

### New Account to Condon Agency

The Heath Unit Tile Company, Tacoma, Wash., has appointed The Condon Company, Inc., advertising agency of that city, to direct the advertising of its builders' and architectural products. Business publications and direct mail will be used.

---

### Appoints Lee E. Donnelley Agency

The Universal Pump and Tank Corporation, Cleveland, has appointed The Lee E. Donnelley Company, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

---

### Maremont Mfg. Company Appoints R. F. Briner

R. F. Briner has been appointed sales promotion manager of the Maremont Manufacturing Company, Chicago, automobile springs.

# 34.6%

## *Increase*

**for January 1930  
over January 1929**

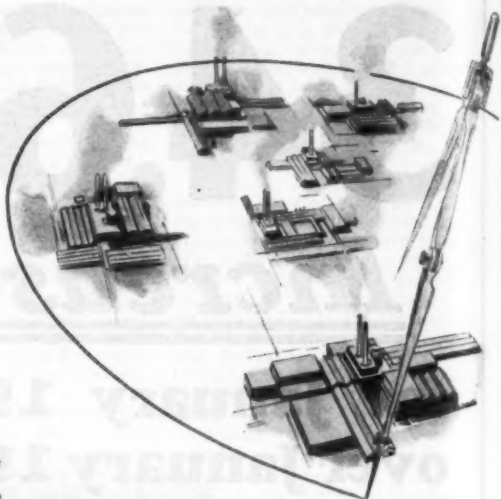
Thus, advertisers not only recognize the importance of reaching the bankers but also the increasing popularity of *The Burroughs Clearing House* for thoroughly covering the bank market in the United States and Canada.

## *The Burroughs Clearing House*

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT

THE SATURDAY EVENING POST

Illustration by



# GROUPING MINDS AND RESOURCES to benefit American Motorists

PLANTS AT:  
Buffalo  
Chicago  
Detroit  
Des Moines  
Indianapolis  
Waukegan  
Columbus (Con.)  
Oskosh (Con.)

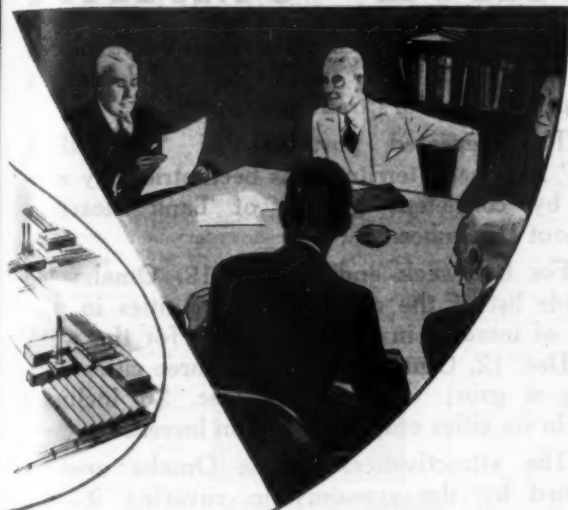
HOUDAILLE ENGINEERING CORPORATION  
Manufacturers of All Types of Hydraulic Presses  
CHAMBERLAIN PRODUCTS CORPORATION  
Manufacturers of All Types of Hydraulic Presses  
GIBSON SPRING MANUFACTURING CORPORATION  
C. G. and W. H. Gibson - New York  
THE SCHWAB COMPANY, INC.  
Chicago

## HOUDAILLE

Color advertising for Houdaille-Hershey Products is telling the world's motoring millions important facts they should know for their own comfort and security.

Houdaille-Hershey say we're giving them sound merchandising counsel; and giving their ideas vigorous interpretation.

THE SATURDAY EVENING POST



**A** **NOTHER** great

name in motordom—another great power in industry—another great leader in modern motor car refinement and efficiency—the Houdelle-Hershey Corporation.

Some of the best minds in the country have been brought together to develop still further, products already famous.

Engineering skill, metallurgical knowledge, purchasing power, marketing efficiency, productive energy—all have been increased by combining the resources of the individual organizations. And back of it all is the concentrated executive control and financial power to direct the operations of this great corporation toward the single aim—Comfort, Convenience, and Safety for motorists.

**HERSHEY CORPORATION**  
EXECUTIVE OFFICES: 25th Floor Palmolive Bldg.,  
Chicago, Illinois

## Williams & Cunnyingham

*Whose business is the study and  
execution of good advertising*

6 NORTH MICHIGAN AVENUE, CHICAGO

PHILADELPHIA

ROCKFORD

TORONTO



# "WHITE" OMAHA

For weeks every statistical map has placed Omaha in a "white zone," which has included also a goodly part of Omaha's trading territory.

This repeated portrayal of "BUSINESS GOOD" in Omaha territory has been strikingly supported by consistent growth of bank clearings throughout December.

For the week ending Dec. 19, Omaha led the whole list of the country's larger cities in percentage of increase in bank clearings; for the week ending Dec. 12, Omaha was one of three cities only showing a gain; week ending Dec. 26 included Omaha in six cities only reporting an increase.

The attractiveness of the Omaha area is heightened by the economy in covering it—the advertising job can be done alone by



## THE WORLD-HERALD

*Omaha's Home Newspaper*

Last A B C Publisher's Circulation Statement

**130,047 Daily      130,813 Sunday**

Net Paid

O'MARA & ORMSBEE, Inc.

National representatives

New York

Chicago

San Francisco

Detroit

Los Angeles

# We Made Three Years' Progress in One with Advertising

A High-Priced Specialty with a Limited Market Uses National Advertising Successfully

By H. E. Stone

Manager, Photo-optical Dept., E. Leitz, Inc. (Importer)

I OFTEN think of how near we came to deciding that the market for the Leica Camera was too limited for general advertising. There must be other concerns with products that have been neglected because of a similar belief in market limitations, and a feeling that general advertising under such circumstances would be nothing but dissipation of money without adequate return. Perhaps wonderful opportunities are being missed through lack of foresight and faith. And, as our experience has proved, it is not necessary to wait until one can match other advertisers dollar for dollar and line for line.

The Leica camera is imported from Wetzlar, Germany. In this country it retails for \$108 upward, depending upon the lens, the case, and other supplies needed and usually purchased to make up a complete outfit. Mechanically and optically the Leica is a fine camera, but the film negatives are only twice the size of a standard motion picture negative. These small pictures may be enlarged to any size up to twelve by eighteen inches or more satisfactorily. But this camera is not suited for the man who wants  $2\frac{1}{4}$  by  $3\frac{3}{4}$  inch pictures without the delay and expense of the enlargements. Standard cinema film is used and a spool holds sufficient film for thirty-six exposures. Screen projection of the pictures is obtained from a positive film which

is made from the original negative.

It is apparent that such a camera will appeal only to those who can appreciate a fine photographic instrument and have the means to purchase and frequent occasion to use one. Distribution, of course, is limited almost exclusively to photographic dealers accustomed to selling high-priced cameras, binoculars and similar supplies. There are not more than 2,000 of these in the United States.

For three years prior to 1929, advertising of the Leica camera had been limited to the trade journals in the photographic field. This advertising was productive to a certain degree, and combined with periodic letters to the trade, opened up a comparatively large number of dealer outlets.

However, sales did not average more than five cameras per dealer a year. At the time this was

considered satisfactory and all that could be expected.

It seemed to us then that it would be a ridiculous waste of money to advertise the Leica to millions when there were apparently but a few thousand logical purchasers. What a mistake it would have been if we had placidly accepted this as a premise!

However, something had to be done unless we were to be content with selling a few hundred cameras a year. And so, with considerable doubt of its being a wise decision, we placed a small adver-

**Leica**  
CAMERA

*planes members of  
Byrd Expedition*

And a LEICA identical to those on the Byrd Expedition will give you a new and exciting conception of the pleasure of photography. Always ready for instant use—undisturbed by climatic conditions. Smallest roll film camera with Focal Plane Shutter. The first camera using Cinema film and giving pictures of double frame size. Thirty-six pictures on a single load. Enlargements to 12" x 10" or more with excellent detail. Equipped with a Leica Anastigmat f/3.5, 50 mm. lens. Exposures of 1/30 to 1/500 sec.

See the LEICA at your photo supply store or write for illustrated literature.

E. LEITZ, Inc. 60 East 14th Street, New York

E. Leitz, Inc., 60 East 14th Street, New York  
You may read Pamphlet 112704 on the LEICA Camera.

Name \_\_\_\_\_  
Address \_\_\_\_\_

One of the Leica Magazine Advertisements Featuring a Message from the Byrd Expedition

# THE ***LAST YARD*** IS WHAT

When you crash the line of sales resistance with full-page schedules and multi-million circulations, you're bound to make gains . . . of course. Yet many a brilliantly conceived campaign doesn't quite make the touchdown which it could easily have had if modern Multigraph activity had had a place in the line-up.

Campaigns that don't follow through—the unfinished business of advertising—can cost advertisers money and advertising executives prestige.

Intelligent Multigraph follow-up gets window displays off of back-room shelves, out of their shipping cases, and into windows. It gets goods

**FOR FINISHED CAMPAIGNS**

---

---

*The ML*



# IS WHAT MAKES IT A TOUCHDOWN!



on counters to tie up with special campaigns, timely offers, and color pages in national magazines. It stimulates dealers, salesmen, branches, jobber organizations.

THE AMERICAN MULTIGRAPH SALES COMPANY,

1800 EAST 40th STREET,

CLEVELAND, OHIO

or consult your telephone directory

The Multigraph Model 100 is a compact, speedy machine that produces personal letters in quantity with new economy.



## The MULTIGRAPH

tisement in a monthly publication reaching people interested in travel. We knew that of all the general public, those who travel for sheer pleasure probably would be the best prospects. In addition we used space in a semi-scientific and technical publication, for we felt there might be a market among engineers, astronomers and other scientific groups who make photographic records.

The first advertisements in the general publication produced inquiries at a cost of \$1.75 each. The scientific journal proved to be nearly equal in low cost per inquiry. We all know that inquiries mean but little of themselves. It is their quality and the sincere interest back of them that count. Therefore, we checked these very carefully direct and through dealers, and traced more sales to this one advertisement than the total sales of any previous month in three years.

We immediately scheduled further advertising in these publications for the remainder of the year, and added two other magazines to the list. The result was that sales for the first nine months of 1929 exceeded the combined sales of the three preceding years. Many fine accounts were opened by the voluntary application of the dealer. The dealers used our display material more regularly than ever before and their sales showed tremendous increases.

The physical make-up of the advertisements was not a masterpiece of art and technique. There was always a main illustration, another of the camera, a headline and a coupon. The remaining space was small; no more than seventy-five or a hundred words could be crowded into it.

But it was the keynote of each advertisement which undoubtedly was responsible for the tremendous amount of favorable attention which they received. In several instances this was the reproduction of radiograms from members of the Byrd Antarctic Expedition, speaking of the satisfactory work of the Leica, or ordering additional cameras. Incidentally, none of these cameras was donated, nor

were the radiograms sent at our request. In another advertisement we featured the fact that several of our cameras were used on the Graf Zeppelin. In no instance could we make any testimonial claims. Yet, in our opinion, the mere statement of use made the advertisement far more convincing and genuine than definite endorsements would have been.

The results from this advertising have been so gratifying and profitable that our 1930 appropriation will be three times as large as that of 1929. While we shall continue to seek inquiries, we know that certain mediums we plan to use will not be as productive in this respect as those we first used. But now we want every camera owner in the country to know about the Leica—not that they will all buy, but that they may be acquainted with it and upon occasion mention it knowingly and appreciatively when cameras and photography are discussed.

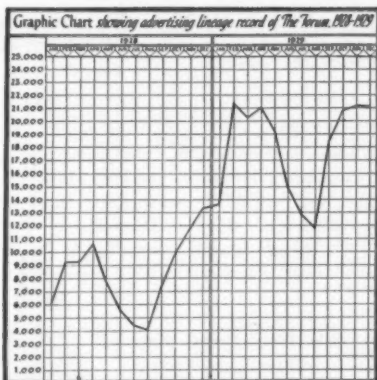
This evidence of a wider market for the Leica among laymen has led us to think of other possible markets and a definite study is now being made of the service this camera can render in aviation, in motion picture studios, to architects and in other special fields. Just as soon as we have definite facts and experiences to work with, a campaign will be begun in each of these fields.

We know now that the market for our camera is by no means as limited as we once believed. There are thousands of men and a lesser number of women to whom photography is a hobby as appealing as golf, tennis, numismatics, or philately is to others. And to satisfy a hobby many sacrifices will be made.

### Purchase "Store Equipment and Supplies"

Joseph and Herbert Graffis, publishers of *Golfdom*, Chicago, have purchased a controlling interest in *Store Equipment and Supplies*, also of that city, a monthly publication devoted to the operating departments of department and chain stores. Bert M. Arrick, previously with *Chain Store Age* and *Dry Goods Economist*, will be associated with them in the management of the publication.

# NO DOUBT WHATEVER



No doubt

whatever that the **FORUM** is taking a prominent place among American quality advertising mediums.

The chart above shows the advertising lineage record of the **FORUM**, 1928-1929.

# FORUM

Edited by **HENRY GODDARD LEACH**  
441 LEXINGTON AVENUE, NEW YORK CITY

## U. B. P. Publications

### *Metal Trades*

The Iron Age

### *Hardware Trade*

Hardware Age  
Hardware Age Catalog

### *Textile*

Dry Goods Economist  
National Dry Goods Reporter and  
Drygoodsman  
National Dry Goods Reporter  
Wholesale

### *Shoes and Hosiery*

Boot and Shoe Recorder  
Hosiery Age

### *Jewelry & Optical*

Jewelers Circular  
Optical Journal  
Jewelers Circular Buyers  
Directory

### *Automotive*

Automotive Industries  
Automobile Trade Journal and  
Motor Age  
Motor World Wholesale  
Commercial Car Journal and  
Operation & Maintenance  
Automotive Industrial Red Book  
Chilton Catalog & Directory  
Chilton Aero Directory and  
Catalog

### *Oil*

Oil Field Engineering  
Petroleum Register  
Allen's Superintendents Hand  
Book

### *Toys*

Toy World

### *Plumbing & Heating*

Sanitary & Heating Age

### *Warehousing*

Distribution & Warehousing

### *Insurance*

The Spectator



## United Business Publishers, Inc.

239 West 39th Street

New York City

### OFFICERS:

A. C. Pearson, Chairman

C. A. Musselman, Vice-Pres.

F. J. Frank, Pres.

Arnold L. Davis, Sec'y

F. C. Stevens, Treas.

## 50,000 Sales Managers *Must Not Go Wrong*

The shift in the country's business affairs is going to put an unusual burden on Sales Managers for 1930. This burden is by no means an unbearable one. But it will mean that the Sales Manager will have to use every last ounce of effort to wind up with success at the end of the year.

Sales Managers throughout the country—50,000 of them—are going to win by using their experience, plus information obtained from reliable sources. Much of this information will come from the trade papers. Much of it will come through the editorial pages of publications controlled by the United Business Publishers, Inc.

It is quite natural for one, when seeking experience, to turn to sources that have proved helpful in the past. In this way thousands of Sales Managers will turn to U. B. P. publications for guidance—for they have learned as part of their experience, that whatever the field served, the information is authentic—the product of the best thinking in each individual field.

During such periods of closer-than-ever scrutiny, advertising in the editorially accepted business papers becomes even more valuable than ever. Hence, any advertiser directing his message to any of the fields served by the U. B. P. will find unusually profitable reaction to his advertising in the U. B. P. publications during 1930.

**UNITED BUSINESS PUBLISHERS, Inc.**

*239 West 39th Street*

*New York City*

# Industrial Trade-Marks Can Be Artistic

Illustrative Symbols, Simply Handled, Seek to Tell a Story While  
Authoritatively Stamping the Product

By W. Livingston Larned

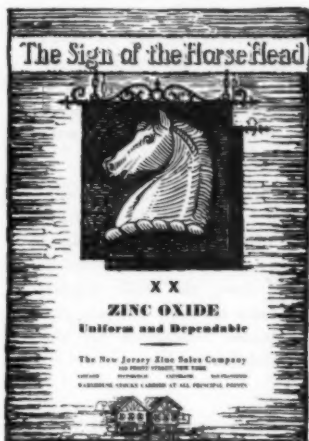
IT is more difficult for the industrial field advertiser to create an advertising symbol or trade-mark than for others, because the fundamentals from which the ideas spring are likely to be less picturesque and imaginative than in other fields.

This fact notwithstanding, the more recent attempts are often artistic and unique, with considerably more ingenuity expressed in their illustrative features than you would perhaps expect.

A specialist in trade-mark designing once told me that it was an exasperating job to plan trade-marks for industrial companies, because executives in this field are apt to be unusually exacting and, worse still, obsessed by the belief that they are better equipped to produce an acceptable device than anyone else.

Some of the older designs were, indeed, the result of inside collaboration and amateur talent, and most of them certainly look it. They attempt too much in the limited confines of such symbols.

If there is one element an industrial trade-mark demands more than another, it is boiled-down simplicity and the man who is set on showing a factory and a dozen words of text in a space often not more than one-inch square is attempting the impossible.



*An Artist Has Made This Horse Head  
Symbol Fit into a Well Designed Business-Paper  
Advertisement by Clever Artistry*

On the other hand, designs there are of such forced simplicity that they mean little or nothing, and not even constant use, throughout the years, adds materially to their value. Only to their sponsor have they any true significance. To take an initial letter, for example, and draw it in an original way, is not arriving at the heart of the trade-mark problem. Manufactured words, made up of the various initial letters of a firm name, are apt to be equally futile.

There is no good and sufficient reason why an advertising symbol should not carry some real message, both in the wording and in the illustration. If the service rendered by an industry is world-wide, and if the globe is pictured, with lettering across the circle, then an attempt, at least, is being made to convey a message. The machine manufactured may be shown, as the pictorial feature, drawn in such a decorative and postery way that it will reduce to the small sizes demanded in a trade-mark, and this type of motif seems to be the most popular at the present time, with considerable artistic genius displayed in the art rendering.

It is not unusual, also, for manufacturers to secure a characterization of workers in each industry, as symbols for advertising marks, and



*More and More Industrial Advertisers Are Using Attractive and Cleverly Designed Trade-Marks and Labels in Their Advertising. Above Are a Few of the Better Ones*

a fair majority of these are attractive, workmanlike in a dual sense, and of lasting pictorial interest. One great firm in the West had a composite portrait painted, in oils, of the average plant employee, and this, finally cut in wood, is now successfully employed as a symbol on all advertising and sales literature. In a simplified form it is stamped on the products of the institution.

The trouble seems to be, right along, that trade-marks are decided upon too hastily. Sufficient thought is not put into them, and they become a source of later regret, when it is realized that something very much better could have been devised.

A new firm is launched and some sort of advertising symbol is sought. An artist is called in and sketches submitted. But this artist may not be at all gifted in the work, and the designs turned out are far from professional.

Sometimes sketches are made internally, by veritable amateurs who nevertheless believe that no high degree of skill is required to weave a trade-mark design. Nothing could be further from the truth, for of all commercial art problems the trade-mark is known to be the toughest nut to crack.

Committees who make final decisions are also a stumbling block and wide diversity of opinion causes complications. What may satisfy one group is not liked by another, and dozens of sketches are made, parts of one fitted into another, and the original enthusiasm of the artist brought to low ebb.

No committee should interfere beyond a certain point in the designing of a trade-mark. It can and should arrive at a drawing which is pleasing to all of its members and which seems to sum up the atmosphere and product. But little, finicky changes in design take the heart out of any artist. He probably makes a life study of creating such symbols and knows certain fundamental requirements which may never occur to the non-professional.

It is possible to start with an acceptable and artistic trade-mark sketch and by changing it here, and adding or subtracting something there, throw it entirely out of proper, scientific balance. To anyone who really understands the professional niceties of design, it will be an eye-sore.

The novice is inclined, in addition to this, to hit upon the most hackneyed and stale subjects for illustration, from the over-worked

3 2 2 2

**I**n 1929 The New Yorker carried 3227 pages of advertising—

—the second largest number carried by magazines listed in *Printer's Ink Summaries*—

—and a gain of 344 pages over 1928.

THE  
NEW YORKER

25 West 45th Street, New York



# PAGES

## Products Nationally Advertised

Passenger Cars . . . . .	210	Pages
Foods, Beverages, and Confectionery . . . . .	209	"
Fashion Merchandise . . . . .	200	"
Tobacco and Smoking Accessories . . . . .	166	"
Perfumes . . . . .	92½	"
Shaving Accessories, Soaps and Dental Creams . . . . .	90	"
Cosmetics . . . . .	82½	"
Other Toilet Preparations . . . . .	203½	"
Travel, including Hotels, and Resorts . . . . .	244	"
Other . . . . .	536	"
	<hr/> 2033	"
<b>New York Shops . . . . .</b>	<b>833</b>	<b>"</b>
<b>Other Local, including Real Estate, Restaurants and Clubs, Theatres . . . . .</b>	<b>361</b>	<b>"</b>
	<hr/> 3227	pages



Above chart shows the relative advertising volume published during the year 1929 in five export journals:

(A) AMERICAN EXPORTER ..	4,077 $\frac{1}{4}$ pages	42.6%
(B) 2nd Export Paper.....	2,248 $\frac{1}{4}$ pages	23.3%
(C) 3rd Export Paper.....	1,203 $\frac{1}{8}$ pages	12.6%
(D) 4th Export Paper.....	1,195 $\frac{1}{4}$ pages	12.5%
(E) 5th Export Paper.....	862 $\frac{1}{4}$ pages	9.0%
	9,586 $\frac{1}{8}$ pages	100.0%

*Now in its 53rd year, the AMERICAN EXPORTER is not only the largest export paper, but it is increasing its prestige in the field year after year—steadily adding to its strength as the connecting link between American supply and overseas demand.*

## AMERICAN EXPORTER

*"World's Largest Export Journal"*

370 Seventh Avenue

New York

Sphinx to lions. The fact does not seem to occur to him that hundreds of other advertisers have thought the same way and have long employed identical illustrative features.

In a single industrial publication, I have found the eagle used by as many as fifteen different firms. Liberty's torch is another prime favorite, as is the elephant, suggesting strength, and the eternal and everlasting pyramids. Naturally enough, this duplication of picture theme makes for confusion when the advertising appears in the same set of periodicals.

An artist who specializes in designing trade-marks will, if given any leeway at all, attempt to interpret the business in terms of atmospheric symbolism, not always appreciated by the manufacturing mind who wishes to be painfully literal all the way through, even to his advertising.

It is, however, definitely true of the current generation that our new industrial trade-marks and symbols are more apt to be artistic than otherwise and some of them have great dignity and creative inspiration.

A trade-mark usually lives with a concern all the remainder of its days, and should therefore be decided upon with this in mind! Will it wear well? Or will you become "tired of it?" Does it tell any sort of story of practical value to the institution? Does it from any angle reflect the spirit and the aims and the character of the organization?

For, once settled upon and adopted, it shows its face everywhere and should be exploited consistently, if its value is to increase with the years and if it is to be made an economic asset.

Today the industrial advertiser discovers that he must more and more feature his symbol in his advertising apart from stamping it

upon his product, and the poorly designed trade-mark can, as a consequence, become a source of very genuine regret.

The New Jersey Zinc Sales Company has, for several years, made much of its trade-mark, a formal horse's head, simply rendered. The line receives its name from this device incidentally.

And for quite definite business reasons, that illustrative trade-mark is pushed to the front in the extensive industrial group advertising campaign sponsored by the company. How fortunate, then, that the original design was well done and artistically interpreted by a professional hand.

One characteristic layout featured the trade-mark as if cut in wood, on one of those old English swinging signs seen on the facades of taverns.

The artist, starting with a worthy symbol, further adds to it through the artistry of his design and art technique.

Many of the industrial trade-marks are marked by true genius and creative

skill, as in the case of the symbol used by the National Lumber Manufacturers Association in behalf of trade-marked lumber. Letters are arranged in such a way that the complete design forms a black, silhouette tree. Yet it is legible all the while.

Another firm has drawn the four letters of the company name to suggest a beaver, an animal closely allied with the product's manufacture.

Wise judges of a trade-mark will, before making any final decision, wait for at least a month or so before definitely settling upon any one design. See how it wears. An opinion may undergo a change with the passage of time. Yes, it might seem necessary to rush some sort of symbol through, that manufacture may begin but what does this haste avail if the trade-mark is at last discovered to be less than satisfactory?



*This Is an Example of What  
an Artist Can Do with an  
Industrial Trade-Mark*

# What They Think of

*From the*  
**London Sunday Referee**

**THANKS TO JAMES R. QUIRK  
PHOTOPLAY EULOGIZES BLACK-  
MAIL \* AT ONE BOUND AMONG  
THE LEADERS \* THE ALHAMBRA  
AS A TALKING PICTURE THEA-  
TRE \* TO OPEN WITH "ATLANTIC"**

*By Spotlight*

**T**HERE is a very important film journal called "Photoplay" published in America. It is, without any exception, the most important film journal published in the wide, wide world. It is the journal which, year by year, has decided by popular vote, the best picture of the year, from 1920 onwards and has in this way selected such pictures as "Humoresque," "Tol'able David," "Robin Hood," "The Covered Wagon," "Abraham Lincoln," "The Big Parade," "Beau Geste" and

**The Most Imitated  
Magazine in the World**

O  
an

# nk of **PHOTOPLAY** in England

"Seventh Heaven." The owner and editor of this journal is James R. Quirk. James and I have this in common—that he has been as rude about British pictures as I have been about American. So listen, while I quote from Quirk.

"Doggone," he writes, "if those British film fellows haven't made a splendid motion picture, and a talkie at that. The name is 'Blackmail' and it is well worth seeing. It is the first English-made picture to win a star rating—one of the best of the month—in 'Photoplay.' English film editors, who are always squawking that we are agin their pictures, please copy. You make 'em, Tommy, and we'll star 'em. Fair enough."

As one of the always squawking film editors of England, I not only copy as invited, but also sincerely squawk my thanks to James R. Quirk. In one issue of "Photoplay" he has done more for British pictures in America than any British pictures could have done for themselves.

**Over 600,000 Circulation**  
*and On the Way to a Million*

I know of one institution that was the better part of a year in making a trade-mark selection. Over 200 sketches were submitted. One of these was the choice of a committee and was finished up. At the eleventh hour, a weakness was detected in it, and the serious job was started all over again. It paid to wait, for the final selection is a very fine exhibit as such symbols go.

## A Real Biddle Comes Back at Groucho

AMERICAN LAUNDRY MACHINERY  
COMPANY

CINCINNATI, OHIO

Editor of PRINTERS' INK:

If Mrs. Biddle should happen to get hold of a November 28 issue of PRINTERS' INK and read, on page 44, the purported copy of a letter which Groucho has written to an individual he addresses as "Dear Biddle," I am afraid my future happiness would be materially involved, particularly so if she read answer to question 6 with regard to "Miss X."

Of course it is presumptuous of me to imagine that Groucho had this particular Mr. Biddle in mind, but as the name is not quite so common as Smith or Jones it rather made me sit up and take notice.

Please tell friend Groucho that I have

no recollection of receiving that "bottle" and I am worried for fear that in a moment of absent-mindedness I might have consumed a whole quart of perfectly good Scotch, Rye, or Bourbon.

Tell him too that although I have always wanted to own a good shotgun, I, too, know nothing about guns.

He may have three new stories, but I doubt it. On the other hand, I have at least a dozen new and good ones that I could tell him; some of them won't bear printing—their telling must always be oral.

He fills my heart with joy when he tells me he is going to get my name on the free list of a number of good magazines. I didn't know that was possible, particularly the good ones; and I shall certainly hold him to that promise about the Follies.

Seriously speaking, I was very much interested in reading this typical letter from an agency executive to his supposed client out in the great open spaces. Boy how these New York executives must be overwhelmed with the task of entertaining and accommodating representatives of clients who blow into New York. I am always thankful I do not live in New York if for no other reason than the entertaining tasks that would undoubtedly fall upon me.

A man of Groucho's vivid imagination ought to be able to write and sell good short stories. Maybe he does.

This letter at least proves, conclusively that I read PRINTERS' INK religiously.

WM. A. BIDDLE,  
Advertising Manager.

[Ed. Note: Groucho replies to this letter below.]

## What Groucho Says

An Advertising Agency Executive Must Be Psychic Too

I'M talking to you, Bill Biddle. [See letter above, "A Real Biddle Comes Back at Groucho."] No you're not the Biddle who's my client. You seem to be a boss and your name's William. But I'm very, very psychic and I know you're a "Bill" from your letter.

I was in Cincinnati once, when it had a "Rhine." And so you make those efficient button removers known as laundry machines! Well, well! Maybe you can help me with that laundry trust account I'm working on. We won't mention buttons in the ads if we get the business.

'Course you're not the Biddle I wrote the letter to. That satisfy your wife, do you think? Well, that's that. Don't let her read the rest of this and you're O. K.

Sorry you didn't get that bottle.

I distinctly remember giving it to *some* Biddle, but no real Biddle would ever down a quart without knowing it.

You're psychic too, partly. As you hint so delicately, I *can* write good short stories, but *selling* them is another matter entirely.

Psychic! Bill, that's the word. Sure, I have to "meet the wife." That's always pleasant. Have to appear to her as her husband's friend of the purer and better sort. Have to understand *her* nature just by looking at her, or even before I meet her.

Frinstance, Carter likes his alibis truthful. Time, 6:50 P. M. Carter and I "over the teacups" somewhere. Carter switches the subject violently from golf or girls to business for ten minutes.

Do I have to be told why? Not

1930

"bottle"  
in a  
might  
person.  
ve al-  
un, I,

but I  
ave at  
that I  
bear  
ys be

en he  
me on  
mag-  
ssible,  
shall  
about

much  
letter  
sup-  
paces.  
utives  
sk of  
repre-  
New  
o not  
reason  
would

nation  
good

sively  
iously.  
OLE,  
nager.  
o this

it to  
iddle  
thout

As  
write  
them

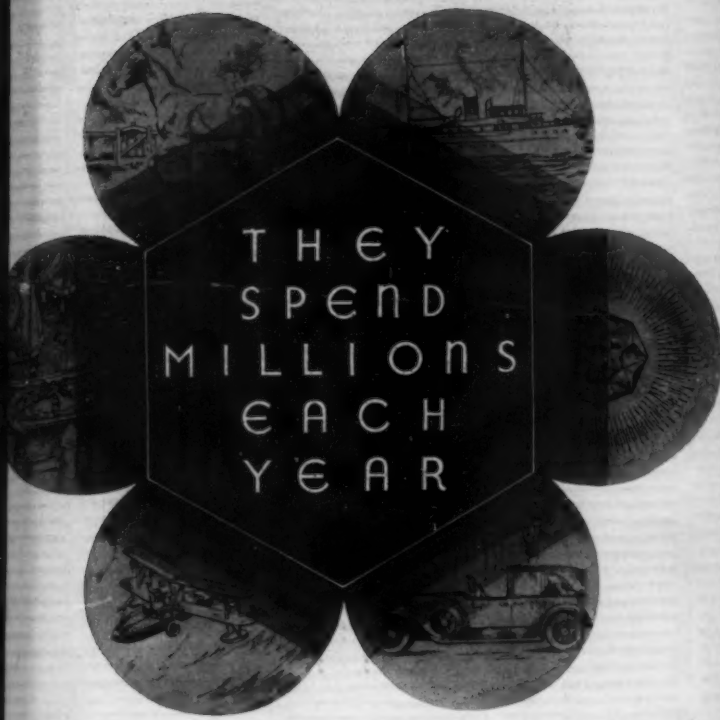
word.  
vife."  
ve to  
and's  
sort.  
ature  
even

alibis  
arter  
ome-  
sub-  
girls

Not







THEY  
SPEND  
MILLIONS  
EACH  
YEAR

— *on what?*



THE  
BLUE BOY

**H**ORSES of course, yachts, motors and aeroplanes; and for the woman of fashion every conceivable luxury from emeralds to a box in the Diamond Horseshoe. . . At the end of the year the total is staggering. . . Yet a wealthy American's luxuries and sports wouldn't pay for *The Blue Boy*,

or a famous Rembrandt in New York; couldn't even induce a tottering Balkan government to part with a single museum piece. . . The truth is that art has deserted the field of the dilettante for the realms of high finance. . . The Collectors of today are no longer traveling scholars but bankers and brokers in New York, automobile manufacturers in Detroit, railroad kings in San Francisco, and inheritors of wealth everywhere—in short, the readers of International Studio. Here are the color plates of their home surroundings, the news of auctions where they are represented over the face of the western world. To these men International Studio is as essential as their sport. Both are pleasures to be taken seriously. . . Written by experts, illustrated by Rembrandt and Raphael, this lavish publication is read by the men and women with money to spend in a really big way. With many it is the road to immortality—the Collections of Senator Clark, Henry C. Frick, the late J. P.

Morgan and B. Altman will stand like the Louvre or the Vatican years after their business ventures are erased from the boards. In a day of giant projects it is the man with big business vision who is the biggest collector. And as the lesser lights follow his example in the world of affairs so they instinctively choose the same luxurious surroundings—the furniture, paintings and sculpture, ship models and tapestries, which make up the contents of

# INTERNATIONAL STUDIO

THE STUYVESANT PUBLICATIONS

NEW YORK • BOSTON • CHICAGO • PARIS • LONDON • MILAN



in advertising lineage for 1929 over 1928  
—a record in the class magazine field.

re  
es  
o-  
is  
w  
e-  
-  
-  
f

Ja

so,  
due  
not  
wit  
nifi  
say  
"ta  
late  
zon  
jus  
Gro  
thin  
rep  
can  
you  
wa  
I  
Th  
get  
tha  
Mr  
"

roo  
"  
thi  
"

Ho  
chi  
Mr  
for  
lon  
ful  
our  
and  
a l  
pre  
hou  
in  
mo  
wa  
Ca  
nex

7  
flo  
hav  
sho  
wa  
an  
min  
rein

V  
hon  
you  
tas  
kno  
per  
dle  
you  
and  
tha  
do

so, I then know that Carter is due for dress, dine and show and now is late for an engagement with Mrs. Carter at Hotel Magnifique, also wants to be able to say truthfully that he has been "talking business." Ten minutes later Carter will say to his buzzom's joy: "Sorry, dear, but I've just been talking business with Groucho. Important immediate things we had to settle." "Yeah?" replies Carter's buzzom's joy, "I can smell your conversation. Get your clothes on, if you are able. I want time to enjoy my dinner, and I want to see all of that show." Then Carter gets so busy trying to get into a dinner coat and pants that he can't answer the phone, so Mrs. Carter does.

"Hello. This Mr. Carter's room?"

"Yes, but he's busy. Who is this?"

"Oh, is that you, Mrs. Carter? How are you? How are the children? Mr. Groucho speaking. Mrs. Carter, I owe you an apology for keeping your good husband so long. He tried to get away for a full hour before I let him go, but our campaign is going to break and I just had to get his O. K. on a lot of things. We settled some pretty important matters in that hour. How long you going to be in town? What? Going back tomorrow? Mrs. Groucho and I wanted to see you. Please, Mrs. Carter, plan to stay a little longer next time, etc., etc."

Then, a few minutes later my flowers arrive, Carter is ready to have his cravat tied and most shows don't begin till 8:50 anyway, and you can eat and rubber an awful lot in an hour and ten minutes. Carter has been partially reinstated as a human being.

What do I get when I get home? Say, Bill, in spite of what you wrote about "entertaining tasks," I'm psychic enough to know that you understand that perfectly. Nevertheless, Bill Biddle, you're not so blamed truthful yourself; "At least a dozen new and good stories"? Never were that many and never will be. How do you get that way?

GROUCHO.

## Changes in Beaumont and Hohman

Beaumont and Hohman, Los Angeles advertising agency, with branches at Kansas City, Mo., and Fresno and San Francisco, Calif., have discontinued their Fresno office. H. D. Cayford, formerly of the Fresno office, has been appointed manager of the San Francisco office. Paul Leech, assistant space buyer, Edward Camy, artist, and Burl Friar have been transferred from the Los Angeles office to San Francisco.

## Roy Barnhill, Inc., Changes Name

Roy Barnhill, Inc., college publishers' representative, New York, has changed its name to Littell-Murray-Barnhill, Inc. There is no change in personnel. W. Roy Barnhill continues as chairman of the executive committee, W. B. Littell as president and Ernest Murray as treasurer. Harry C. Baldwin represents the company at Chicago and K. W. Harwood and H. M. Mahon at Cambridge, Mass.

## Made Sales Promotion Manager, Barron G. Collier

Charles E. Townsend has been appointed sales promotion manager of Barron G. Collier, Inc., New York, and allied companies, succeeding W. Shreve Ginnel, resigned. Mr. Townsend, who has been editor of "The Car Card" issued by the Collier organization, will continue as editor-in-chief of "The Car Card" and "Collier Teamwork."

## R. E. Hayes with Lambert Pharmacal

Ralph E. Hayes, for the last six months with the Pro-Phy-Lac-Tic Brush Company, Florence, Mass., as Western sales manager, has been appointed assistant sales manager of the Lambert Pharmacal Company, St. Louis. He was, at one time, Central States sales manager, with headquarters at Chicago, of E. R. Squibb & Sons, New York.

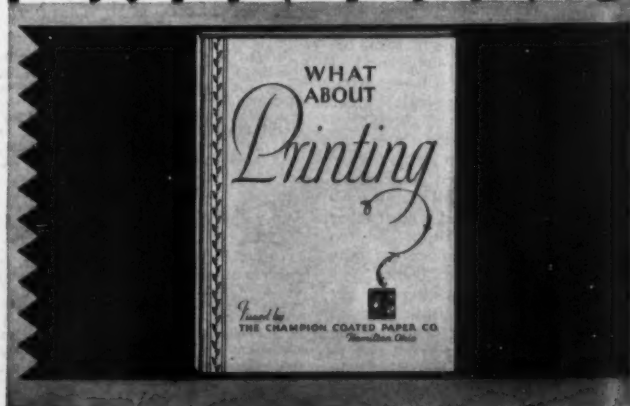
## C. R. Custer Appointed by C. & N. W. Railway

Charles R. Custer, for a number of years assistant general passenger agent of the Chicago & North Western Railway, Chicago, has been appointed manager of the advertising department. H. W. Frier, formerly with the McCutcheon-Service, of that city, has been appointed assistant manager.

## T. E. F. Weber Joins Commercial Factors

T. E. F. Weber, formerly with Paul Block, Inc., has joined the Commercial Factors Corporation, New York, in charge of advertising. He was also formerly with Liberty, New York.

THE DIRECT ADVERTISING  
BUSINESS HAS PAID A  
DREADFUL PENALTY BECAUSE  
OF THE MISUNDERSTANDING  
THAT HAS EXISTED BETWEEN  
PRINTERS AND BUYERS OF  
**PRINTING**



**A NEW BOOK**





**GEORGE DOUGLAS**, who was a sales manager, was downright gloomy. Things didn't click . . . Sales problems seemed to have come to an impasse . . . the world was "wrong." Luckily for Douglas, he had a friend who was a past master in the art of selling . . . especially through direct advertising. From him he learned the fundamentals as well as the newest advanced methods of its purchase and use. From a successful printer he learned how aid can be developed in production of direct advertising.

A New Book *What About Printing* sets forth the valuable reflections of these two classes . . . the buyer and the producer . . . in a most interesting manner. It will go a long way toward correcting the misunderstanding which has existed, and which has resulted in immeasurable losses in many quarters. This book should be in every printing buyer's library.

The edition is limited and is intended only for those in the printing and advertising field who are *responsible for planning, producing, and buying* printing. We want your request on your business letterhead and please tell us your position . . . that tells us who you are and makes our records complete for later reference. Address your request to Dept. B.

THE CHAMPION COATED PAPER CO.

*Hamilton, Ohio*

**Note to Printers—**  
This book will be mailed to our printer's list. If you do not receive your copy please write us.



**Note to Advertisers—** For the present the book will be mailed to advertisers *only* on request in order that its distribution may be made to those who are most actively concerned.

BY

**CHAMPION**

*Hasn't scratched yet!!!*



**Bon Ami**

A SCOURING SOAP  
A METAL POLISH  
A GRASS CLEANER

*The Best Scouring Soap Made*  
(13 yrs. in mkt.)

**Bon Ami Had Been on the Market Three Years in 1905 and Hadn't Scratched Yet. This Fact Was Proclaimed in Large Space Then and Is Still Being Featured. The Above Advertisement Appeared in "Good Housekeeping"**

(Continued from page 6)

sional pages for National Biscuit, Washburn-Crosby, Colgate, Libby and Kalamazoo Stove. The only advertiser with courage to use a two-page spread in 1905 was Karpen.

An interesting foretaste of the era of testimonials was a page for Murad cigarettes with signed endorsements from all the leading male theatrical stars whose pictures formed the border. *Collier's* apparently carried more advertising than the *Post*—more full pages anyway. The most scrupulous magazines carried the Seven Sutherland Sisters, and a leading advertiser was Evans Vacuum Cap to make the hair grow. The outstanding line was pianos. There must have been a dozen in such magazines as *Harpers* and *Century*, a fact that acquires interest when contrasted with the recent failure of the American Piano Company with its list of famous trade-marks, and the campaign of the musicians against canned music. Motor cars were just beginning to creep into the pages with quarters and halves. The cars were

White Steamer (made by a sewing machine company), Pope-Toledo, Studebaker, Franklin, Cadillac, Columbia Electric, Autocar, Packard, Thomas Flyer, Winton, Pierce-Arrow, Oldsmobile, National, Wayne and Haynes-Apperson. I had my first ride in a motor car that year, a red one with a door in the middle of the back seat.

In 1905, Calkins & Holden had seventy-nine accounts. Some of these were so small and so obscure that I cannot recall what it was they advertised. Not all were placing accounts. For some of them we prepared printed matter, booklets, folders and mail series. Among those that survived and became serious advertising accounts were Beech-Nut, Eaton-Hurlburt (now Eaton, Crane & Pike Co.), Dueber-Hampden Watch, Force and H-O, Ingersoll Watch, Kelly-Springfield Tire, Pierce-Arrow, Smith Premier Typewriter and Welch Grape Juice. The Kelly-Springfield was then a carriage tire. There was practically no auto tire advertising.

But changes in the mere physical aspects of advertising, the sizes and

**TYPOGRAPHY THAT  
SETS UP AN IDEAL**



**BOSTON**

The Berkeley Press  
The Wood Clarke Press

**CHICAGO**

Arkin Advertisers Service  
Bertsch & Cooper  
J. M. Bundscho, Inc.  
Hayes-Lochner  
Harold A. Holmes, Inc.

**CLEVELAND**

Skelly-Typesetting Co.

**DETROIT**

George Willens & Co.

**INDIANAPOLIS**

The Typographic Service Co.

**LOS ANGELES**

Typographic Service Co.

**NEW YORK CITY**

Ad Service Co.  
Advertising Agencies' Service Co.  
Advertising-Craftsmen, Inc. (A-C)  
Advertising-Typographers, Inc.  
The Advertype Co., Inc.  
E. M. Diamant  
Typographic Service  
Frost Brothers  
David Gildea & Co., Inc.  
Heller-Edwards Typography, Inc.  
Montague Lee Co., Inc.  
Frederic Nelson Phillips, Inc.  
Royal Typographers, Inc.  
Supreme Ad Service  
Tri-Arts Printing Corp.  
Typographic Service Co. of N. Y., Inc.  
Kurt H. Volk, Inc.  
Woodrow Press, Inc.

**PHILADELPHIA**

Progressive Composition Co.  
Willens, Inc.

**PITTSBURGH**

Keystone Composition Co.  
Edwin H. Stuart, Inc.

**ST. LOUIS**

Warwick Typographers, Inc.

**TORONTO**

Swan Service

# Advertising Must Win The Eye By Fine Typography Or It Will Lose The Reader . . .

This is the Era of the Dominion of the Eye. The newspaper that attracts lookers exceeds in circulation the newspaper that attracts thinkers. The automobile of fine appearance outsells the car of fine performance. Artistic typography is a basic, not a superadded, cost of advertising because it accomplishes the stark essential of capturing the eye. If you have any problem of typography, no matter how delicate or how difficult, take it up with A. T. A.

# ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters — 461 Eighth Avenue, New York

shapes of publications, increased cost of space, bigger circulation figures, amounts of appropriations, are as nothing beside the transformation in the technique of advertising itself.

And first comes the initiation of the movement to base advertising on ascertained facts as against hunches and guesses, beginning with circulation of mediums. For some years before 1905, George P. Rowell had been waging a steady campaign to induce newspaper publishers to give their actual figures, and had invented an ingenious system of rewards and punishments, gold marks in the directory and silver sugar-bowls for prizes, to elicit information now given as a matter of course. In 1905, the publisher of a leading magazine told one of our clients that it was none of his business how many copies of Blank Magazine were printed and circulated, and this seemed to be the general attitude.

Publishers who stated their exact circulation figures were looked upon as Galahads of purity and conscientiousness.

Now we have not merely accurate figures, but circulation by States, counties and towns, with allowances for returns, not only with exact figures as far as number of readers is concerned, but there are praiseworthy efforts to estimate the relative value of readers and to analyze not only the quantity but the quality of circulation. The amount of matter produced since 1905 by publishers to tell us what they have to sell would probably fill the new edition of the Encyclopedia Britannica. Rate cards have been standardized and the labor of preparing estimates greatly reduced.

The same painstaking, relentless search for facts has been applied to every part of advertising. The business of research has grown up

in less than twenty-five years, practically the last ten years, and has revolutionized the production of advertising art and copy. In 1905, advertising was mostly evolved from one's own inner consciousness. Previous advertising had been so crude and elementary that mere improvement in expression of old hackneyed selling arguments was,



A China Egg may fool even the Hen, but it makes a mighty poor Omlet.

"FORCE" has been widely copied—in mere appearance, but there the likeness ends.

*Sunny Jim*

When you go to bed, better you're a little suspicious of "Sunnies", even if you're  
in there may mean only they should be less particular about the quality and purity of your breakfast food!

*The Most Famous of All Advertising Trade Characters, "Sunny Jim," as He Appeared Twenty-five Years Ago in "Good Housekeeping"*

in itself, enough to give advertising a fillip. I do not mean that good copy was not written in those early days. No better copy has been written since than that produced by such men as Manly Gilham and John E. Powers, but they were the exceptions, high peaks standing in a wilderness of stodgy, unilluminated, commonplace copy.

The great change in the attitude of the copy writer toward advertising is that instead of sitting at a desk and imagining what might be said, he now goes to the factory and finds out exactly what it is that is to be sold, and then goes

## Unqualified Leadership

In 1929, manufacturers published 50% more pages of advertising in **HARDWARE AGE** than in all other national hardware papers combined.

Moreover, the number of advertisers using **HARDWARE AGE** was greater than the combined total number using all other national hardware papers.

Advertisers thus emphatically endorsed **HARDWARE AGE** as the outstanding medium for reaching and influencing the buying power of the trade.

Manufacturers demanding the utmost productivity of their advertising dollars in 1930, will find it profitable to study and apply the practice of experienced hardware advertisers



## HARDWARE AGE

Unit of the United Business Publishers, Inc.

239 W. 39th St.

New York City

A. B. C.

Charter Member

A. B. P., Inc.

# in 10 years Our Business Has Doubled!

**"Nothing succeeds like success!"**

Just a decade ago, in 1919, The San Francisco News printed 4,101,090 lines of advertising. During 1929, The News carried 8,630,482 lines of advertising.

Here is a rising market . . . a success tested market . . . a proven investment.

Investigate San Francisco's evening newspaper field . . . and you too will let the fast growing News help double your business.

The A. H. C. statement for September 30, 1929, shows that 84.66 per cent of The News' 88,468 circulation is concentrated in San Francisco . . . the West's richest market.

## THE SAN FRANCISCO NEWS

**A Scripps-Howard Newspaper**

NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS

230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT  
BUREAU OF CIRCULATIONS  
. . . OF THE UNITED PRESS  
and of  
MEDIA RECORDS, INC.

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS  
DETROIT . PHILADELPHIA . BUFFALO . ATLANTA

into the field and learns what the consumer wants to know. Usually he goes back to the manufacturer with the information gleaned from the public to make suggestions as to quantity, quality, color, design, package and price of the goods to be sold. The great influence on advertising and on manufacturing and business today is that of the ultimate consumer. Instead of making goods and offering them to the public on the take it or leave it basis, the manufacturer is most anxious to produce the things the public wants to buy, and in this interchange of ideas the advertising agency with its bureau of research has been a leading and constructive factor.

The steady demands of writing advertising day after day on several thousand young men and women, with its hard and fast limitations of time, space, message and other considerations, have produced a group of expert, versatile and gifted writers. The character and quality of advertising copy have been stressed and emphasized and praised by some of the greatest literary critics. Rudyard Kipling, Brander Matthews, H. L. Mencken, W. E. Woodward, Burton Rascoe are among those who have expressed admiration for the literary quality of much advertising writing done in the last ten years, and the sheer virtuosity, the ability to produce any effect, to strike any note in the few paragraphs permitted by the ordinary advertisement, is an instance of the amazing way in which business produces and creates and trains the kind of help it needs.

Equally stimulating is the improvement in the art work. In

1905, it was difficult to find an artist. Men of established reputation declined commissions, or when they reluctantly consented, did not wish their names to be associated with their work, nor did the advertiser dream of asking it. Today, any artist is proud to have his signature on an advertising design,

and the advertiser is sophisticated enough to know that the signature of a well-known artist adds value.

Artists were divided into two classes, the real artist and the commercial artist. The commercial artist was merely an artist who had failed to make good and therefore was forced to accept the lower form of art expression. And so advertising was more limited in its art than in its copy. Good copy preceded good art.

Today most artists can be hired by advertisers, and, more than

that, there has been developed in the last twenty-five years a school of advertising artists, men who, in a previous age, would have gone into other fields, portrait, landscape, mural decoration, sculpture, architecture, one of the major arts. They have prepared themselves cheerfully and willingly to work for business, and their reward has been great, not merely financial, though the payment for advertising designs has surpassed the earnings of art in all the previous centuries, but because the artist who makes an advertising design is made known to millions. Not Murillo, nor Van Dyck, nor Raphael were as widely known in their day as Norman Rockwell or Rockwell Kent in this. The stigma once attached to advertising art has been completely effaced, and artists go easily from advertising art to easel



Some day the Atlantic may be crossed by Flying Machines. When they arrive, we'll have them; meantime the finest ships that sail the ocean are used for our

## 30 Tours to Europe

this season. Prices to meet the condition and desires of all—\$175 to \$2000. Illustrated booklets and all information yours for the asking. A postal will bring them.

If you're "Going It Alone" we await you with 125 Offices everywhere, manned by competent English-speaking men. Our travel tickets are the best, and so cheap as any—while the services of our agents and interpreters all over the world's most valuable aid to travellers, costs you nothing.

## THOS. COOK & SON

New York      Boston      Philadelphia  
Chicago      San Francisco      etc.  
ESTABLISHED 1840

Soon This Prophecy of Regular Transatlantic Air Trips Made Twenty-five years Ago—May Become a Reality



art and back again without feeling a jolt.

The material out of which advertising is produced has become more flexible because of the thorough research which produces such an array of workable facts, the versatility of copy writers, and the embellishment by art brought to the point of expressing every possible note of an appeal to the public mind. This is no time to mention modern art, but it is interesting to note the ease with which advertising absorbed this new movement and bent it to its purpose.

In a lesser field but equally important is the mechanical improvement; not merely the efficient machinery by which advertising is placed, checked and billed, the interesting office machines invented and used to simplify clerical work which has grown by leaps and bounds, but particularly the arts of reproduction and printing—the great strides made by photo-engravers and lithographers; the new processes of printing, roto-gravure, intaglio, offset and the dozen other similar processes under various names which give us the exact quality of the original, however delicate; the group of printers specializing in advertising typography; the organizations for distributing plates and mats; the airplane for quick exchange of designs and proofs between agent and client—all these have helped and contributed to what is really a remarkable development in the use of paid publicity.

Only those who have been through it can contrast the two periods and estimate the difference. In 1905, we had line engraving and halftone. There was no color in magazines except the back cover. Color printing was so difficult that a single original set of plates sent to ten magazines came back printed in ten radically different color

schemes, in which one color, say blue, ranged from a light chalky cadet blue to the deepest ultramarine. Every color job was a gamble. Half the halftones would not print. No attention was paid to the relation between the coarseness of the screen, the quality of



**WE TAP THE HEART**  
of the famous Jersey farming district.  
We pay cash to the farmer, and cash is a reward to get the finest that grows.  
If we charged you a dollar a can (instead of the three it costs you, we could not give you any other grade material clean, just as it is.

**Campbell's SOUPS**

Not this is just half.  
We give you high grade material. High grade treatment. We secure to you the natural strength and quality.  
We make no bones.  
Each kind is determined by allowing none one element to predominate.  
For instance: Chicken Soup is unimpaired by chicken soup on account of the chicken—used to on all through the lot.  
The principal and the secondary elements are all present in powerful combination.

And, best of all, in progress, to just our extent, enough for the average family, all you need do is  
"Just add a can of hot water and serve."

Joseph Campbell Company  
Camden, N. J., U. S. A.  
"We have in the open space down the page, the letters in white—just look at them."

**Campbell's Soup Was Consistently—and Well—Advertised Back in 1905—and Still Is. The Advertising Moral Is Obvious**

the paper and the rapidity of the presswork. Fortunately it did not matter much. The art itself was so poor that no engraving or printing could hurt it.

No less remarkable is the change in merchandising. In 1905, the retailer was beginning to feel the impact of national advertising and reluctantly beginning to stock advertised goods. The bulk of his stock was probably unadvertised products. Goods flowed through the channels of trade as they had for the last fifty years, from manufacturer to jobber, from jobber to dealer, helped by traveling salesmen connecting the two links. The retailer bought practically what he



olor, say  
nt chalky  
st ultra-  
o was a  
es would  
was paid  
e coarse-  
uality of



Fell-  
e Ad.

f the  
d not  
was  
rint-

ange  
e re-  
the  
and  
ad-  
his  
ised  
ugh  
had  
nu-  
to  
les-  
The  
he

# "They won't let me put it down"

Editor  
Child Life

Dear Editor:

Cover to cover we go . . .

Once I start to read Child Life, they will  
not let me put it down\* . . .

A source of endless fun to the children . . .

Teaches them how to do interesting and  
useful things . . .

Mrs. H.

Evanston, Illinois

\*Note: 71% of the parents read Child Life  
aloud to the children

## CHILD LIFE

Rand McNally & Company, *Publishers*

CHICAGO

NEW YORK CITY

## Good Copy

Good copy is  
the flowering  
of courtesy—  
deference to  
the other per-  
son's interest.

**HAWLEY  
ADVERTISING  
COMPANY**

**Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

liked and got rid of them as best he could. The consumer read some advertising and occasionally asked for advertised goods, but the pressure was not yet great enough to transform retail trade.

In twenty-five years the jobber has become negligible. In many lines he has been dispensed with altogether. Chains have revolutionized merchandising. Instead of selling from store to store, it is necessary to sell only a few buyers who control hundreds and even thousands of outlets. The chains have introduced a new factor, their own trade-marked products, with ready-made distribution that exceeds that of any manufacturer in the old days. Similar to chains are the mergers of manufacturers, the grouping of products under one management, so that the same crew of salesmen can carry and sell a longer line, taking up a part of the increasing overhead of selling.

Another factor that should be noted is the growth of what might be called an advertising conscious public. There are at least a million people who work at some form of advertising or produce some of its necessary parts. Not merely agents, managers, and solicitors, but artists, free-lance writers, engravers, lithographers, printers, specialty manufacturers, radio experts and others, who, in one form or another, help to produce that vague entity which we call advertising. These men and women engaged in advertising have dependents, whose living comes from advertising. They are naturally predisposed toward advertising, and in themselves constitute a considerable body which is a part of the consuming public.

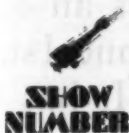
In 1905, there existed a popular prejudice against advertising. People were made to read it against their will. Trick advertising was resorted to, run as reading matter with news heads to delude people into reading it. There has grown up a public of advertising readers helped by and starting with the nucleus economically interested and spreading to others who have learned to depend on advertising for information about buying. Men buy *The Saturday Evening Post* to

*The Real Key*



*To The South!*

# SOUTHERN AVIATION



**SHOW  
NUMBER**

**Closes  
January 22nd  
for  
International  
Aircraft  
Exposition  
at  
St. Louis**



Starting 1930 with a 234 per cent contemplated Airport increase (Government figures), \$10,000,000 of equipment needed for estimated new transport lines, 117 aviation schools turning out pilots (individuals in one Southern city bought \$500,000 worth of planes in 90 days), the South's sales possibilities for the entire year are easy to figure.

"Southern Aviation's" coverage of the big and important men of this market is complete with 6000 mail copies. Reach this market through "Southern Aviation" and its hundreds of friendly cooperating contacts in the territory. Complete data on the market furnished on request.



**Atlanta W. R. C. SMITH Georgia  
PUBLISHING CO.**

*Also Publishers of Southern Automotive Dealer, Electrical South,  
Southern Hardware, Cotton, Southern Power Journal*

## In Any New England Campaign Vermont Must Be Included

Vermont is an easy and economical state to cover. It has six real buying centers whose people are blanketed by the Vermont Allied Dailies. Look into this statement and find out what many national advertisers already know.

### VERMONT ALLIED DAILIES

Barre Times

Burlington Free Press

Brattleboro Reformer

St. Johnsbury Caledonian-Record

Rutland Herald

Bennington Banner

leaf through the advertising pages exactly as they run down the market report in the newspapers, to appraise the advertising condition of the country. Millions of women read department store advertisements daily as faithfully as their husbands read the sports news. The nation is advertising conscious, and this receptivity has helped offset several unfavorable factors, among them the cost, the waste and the congestion of advertising.

No paper brief as this can even touch on the novelties great and small that have come into advertising practice; new mediums—sky writing, motion pictures, radio; research which has finally enlisted the Federal census in its work of fact finding; single advertisements in *The Saturday Evening Post* costing \$150,000; styling of factories, salesrooms, packages and goods; printed matter of such choice richness it looks like book collectors' items; good-will and institutional advertising; its use for drives, to mold public sentiment, to create states of mind, fraternal, political, charitable, patriotic.

#### Some Picturesque Aspects

The President's Business Council is a stupendous advertisement. The Chrysler Building is another. The advertising clubs with their European junkets, the Bok awards, the forty-eight-page newspapers, the ten-pound trade journals, the Federal Trade Commission's suit against the advertising agency commission system, the \$25,000,000 General Motors appropriation, the faster tempo, sweeping changes in habits and fashions revolutionizing the conduct of business, the growth of the American Association of Advertising Agencies, the new literature of business by such men as Kenneth Goode, Harford Powel, Will Dwiggins, Roy Durstine, Stuart Chase, Ralph Borsodi; the development of self criticism and the determined efforts toward keeping advertising out of the hands of fakery and swindlers, such as the PRINTERS' INK Model Statute, are but some of the varied and picturesque aspects of advertising not even imagined by the small group engaged in it twenty-five years ago.

### ADVERTISING IN "PUNCH" OPENS UP



### WORLD MARKETS!

Out go the mails with "PUNCH"—"PUNCH" that everyone is waiting for, "PUNCH" that all English-speaking people respect as they respect their own flag... "PUNCH" with *your* advertisements in it. Back come the orders, orders from every corner of the world, for people who read "PUNCH" *trust* what is advertised in it. And out go the boats again with goods, *your* goods, selling to wider and wider markets, building your prosperity and success. Trade, more trade, comes of advertising in "PUNCH." We can prove it! Write to Marion Jean Lyon, Advertisement Manager, 80 Fleet Street, London, E.C.4, Eng.

## You Would Gladly Spend a Small For- tune to Get This Man's Business



HE carries \$3,000,000,000 in life insurance and pays annual premiums of more than \$100,000,000; he owns 173,000 automobiles; has more than \$25,000,000 invested in radio sets and spends many millions annually for new sets; owns 110,000 homes of average valuation of \$13,838; spends more than a billion dollars a year for maintenance, food, clothing, travel, amusements, investments, etc.

He is the composite Rotarian!

You can tell your sales story to this giant of industry and finance at surprisingly small cost—in color, if you wish—through the pages of his own magazine,

## THE ROTARIAN

*The Magazine of Service*

213 W. Wacker Drive, Chicago

*Eastern Representative*

WELLS W. CONSTANTINE

7 W. 16th Street, New York, N. Y.

*Midwest Representative*

F. W. HENKEL

306 S. Wabash Avenue, Chicago, Ill.

*Pacific Coast Representatives*

NELSON & ROGERS

Underwood Bldg., San Francisco, Cal.

Its total expenditures must be near \$2,000,000,000 a year.

The most significant advance has been in the close relation between advertising and selling, the linking up of the sales manager with the advertising manager, the friendliness of traveling salesmen. When I addressed my first sales meeting in 1907 the men were distinctly hostile. The only comments made by the men after the presentation of the advertising plans was the reiterated statement, "Just cut out all that advertising, and give us the money and we will sell the goods." Salesmen have been thoroughly sold on advertising, and the combination has given the latter-day manufacturer a selling power little dreamed of in 1905.

Advertising has been absorbed into the bone and sinew of business, influencing and shaping every public manifestation and reaching back into the factory to guide and direct production. Advertising has created nation-wide distribution. Nation-wide distribution supports mass production, and mass production, with its shorter hours and higher pay, has produced prosperity.

Does all this improvement make advertising better, more effective, more efficient? Yes. Does it sell more goods per dollar of investment? No. Nothing is as cheap as it was in 1905. But if advertising had not improved its technique and widened its application, it could not sell at all today.

There is more advertising and more goods to be sold, more kinds of goods. The customer's normal shopping list has lengthened enormously. Advertising has more advertising to compete with, and there are more ways of spending clamoring for every dollar in the consumer's budget.

There is no logical way of comparing the advertising of today with that of twenty-five years ago, any more than you can compare the motor car with the horse and buggy. The motor car did not merely displace the horse and buggy. It has developed on its own power in far greater ratio than population has increased, and has problems of congestion the old

# Advertising that LIVES

The life of an advertisement in most periodicals is short—a week, a fortnight, a month—and then oblivion. Contrast with this the long life of an advertisement on Peabody School Book Covers, which are carried into the home for father, mother, sister and brother to see every day of the school year—nine full months.

These advertisements, printed in from one to four colors, are completely dominating in position with no competition from other advertisements and are out in the open for several hours each day for all the family to see.

Peabody School Book Covers are sponsored by the Alumni Association of George Peabody College for Teachers and are distributed in public schools throughout the country. This sponsorship makes possible the guarantee that Peabody School Book Covers are used for nine full months. You can buy circulation in a town or city—in one state or 48—at surprisingly low cost. Write today for free portfolio.



## Peabody School Book Covers

EDUCATIONAL  
ADVERTISING COMPANY  
55 W. 42nd St., New York  
Geo. D. Bryson — CHick. 5656

ADVERTISING  
that LIVES in the  
HOME

## Fighting for Sales Volume

**J**UDGING from reactions since the recent slump in the stock market, in 1930 every company in the country is going to be fighting desperately to obtain sales volume.

### Sales Contests and Premium Plans

will be used extensively. Already there are indications pointing to a much larger number of sales contests and premium offers than ever before. Our facilities are now available to a few additional concerns of standing.

### Individualized Services

We serve clients in the following lines:

**Prize and Bonus Plans** for Stock and Bond Houses—Insurance Companies—Power Companies—Banks—Manufacturers of Automobiles—Automotive Equipment—Fire Trucks—Automotive Street Cleaning Equipment—Paints—Metal Goods—Bakery Products, etc.

**Premium Plans** in the following lines: Canned Goods—Coffee—Flour—Confectionery—Evaporated Milk—Spices—Teas—Soaps—Polishes, etc.

We carry in our warehouse, ready for instant shipment on receipt of orders, a stock of over 2,000 different items of standard, trade-marked merchandise. No investment or overhead on the part of our clients is involved in our service. Although articles are shipped direct to recipients one at a time, our prices are under those of ordinary wholesalers.

Among the well-known concerns whom we serve (some of them for more than 20 years) are: Lever Brothers Company, the J. B. Williams Company, Sheffield Milk Company, McCormick & Company, Union Supply Company (U. S. Steel Corp.), International Magazine Company (Hearst Publications) and scores of other nationally known companies.

Information sent by mail on request. No representative will call without an invitation.

## The Premium Service Company, Inc.

E. W. Porter, President

9 W. 18th St. New York City

time vehicles never knew. It can be safely said that advertising today is more necessary, more efficient, but more expensive, than it was twenty-five years ago.

### Heads Midland Furnace Company

W. S. Michael has been appointed president and sales manager of the Midland Furnace Company, Columbus, Ohio, manufacturer of El Captain Tru-steel and Ben Franklin furnaces, succeeding R. C. Walker. Mr. Walker continues with the company as director and will locate on the Pacific Coast, where he will act as Western representative of the company. Mr. Michael was formerly with the Beckwith Company, Dowagiac, Mich.

### "Manufacturer and Importer" to Start Publication

The *Manufacturer and Importer*, a monthly magazine devoted to the interests of manufacturers, importers and wholesale distributors of gift and art goods, will make its appearance this month. The magazine will be published by Andrew Geyer, Inc., New York. Page size of the new publication will be seven by ten inches.

### Appointed by Catholic Weeklies

S. T. Zuraski has been appointed advertising manager of *The Catholic Citizen*, published at Milwaukee by The Citizen Company, Inc. He succeeds the late H. J. Hagerty.

John C. Guilfoile has been made advertising manager of *The Northwestern Chronicle*, Minneapolis, also published by the Citizen company.

### To Represent "The Southerner"

*The Southerner*, Atlanta, Ga., has appointed The Godley-Marsh Organization, publishers' representative, New York, as its Eastern advertising representative.

### Appoints McLaughlin Agency

The E. L. Essley Machinery Company, Chicago, manufacturer of machine tools, has placed its advertising account with R. J. A. McLaughlin & Associates, Inc., advertising agency of that city.

### Appoints Cole's Agency

The Lux Leghorn Land and Game Farm, Hopkinton, Iowa, has appointed Cole's, Inc., Des Moines advertising agency, to direct its advertising account. Farm papers and outdoor magazines will be used.



# Dollars and Cents!

**H**e who reads for dollars and cents reasons reads carefully.

All people whose incomes are great enough to make the daily news and trend of Wall Street of vital importance to them, read one or more of THE BARRON GROUP publications for dollars and cents reasons. They read the news columns and the advertising columns searchingly . . . because the current financial advertisements are of parallel news value.

The pages of THE BARRON GROUP — *The Wall Street Journal*; *Boston News Bureau*; and *Barron's*, *The National Financial Weekly*, are searched for facts — not scanned for sensations.

Skillful merchandise advertising on these pages registers. And those readers who become "sold" by your advertising copy usually have the means to "buy"!

*A special rebate covering all three papers of*  
**THE BARRON GROUP**

This special rebate will be quoted to advertisers or advertising agencies upon application.

Address either: Paul Howard, Advertising Manager of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

## ***The* BARRON GROUP**

**The Wall Street Journal**

**Boston News Bureau**

***Barron's, The National Financial Weekly***

## Your Copy Is Ready! Where Shall We Send It?

Have you seen our newest portfolio of Attention Compelling Letterheads? If you haven't, you've a real treat coming.

Twenty minutes spent in studying this portfolio will bring you more ideas on letterhead effectiveness than you ever thought could be packed into one mailing-piece.

You will see at a glance how we put beauty and color into letterheads, at the same time adding to their pulling-power.

You will see how we merchandise our customers' products, without detracting in the least from the attractiveness of the letterheads.

Your copy of this portfolio is waiting for you. Request it today,

and it will be sent to you without cost, and without obligation. Address the office nearest you.



### MONROE LETTERHEAD CORPORATION

167 N. UNION ST., AKRON, OHIO

## TEACHERS HAVE MONEY and BRAINS

Advertising agencies are finding a rich new direct-mail market for many of their clients by addressing literature to school teachers. The average age of school teachers is 27 years.

In small communities, the teacher is a leader. She influences children and parents—both by example and precept—in the selection of many articles.

In cities, she is alert to the educational value of foods, clothing,

household appliances, and a wide variety of special products such as typewriters.

Through her, you can make direct-mail pay. We have new lists of teachers and their addresses—guaranteed, of course.

Folder and prices on request.

CHARLES W. GROVES • 106 S. NEIL ST. • CHAMPAIGN, ILL.

# What Store Buyers Want in Your Business-Paper Copy

Some Questions That Buyers Want Answered

By Franklin M. Watts

Buyer, The Geo. Innes Company, Wichita, Kans.

**R**ETAIL store buyers, of whom I am one, are not interested in reading business-paper advertisements that contain only platitudes and pictures. They want to learn about products that will sell at a profit in their stores. Some of the questions that we buyers would like your business-paper copy to answer are:

**Sales.** How many units of your product are being sold? Are the sales increasing? How rapidly are they increasing? If this increase is expected to continue, why is it? What types of stores are selling your product successfully? What is being done to stimulate the demand? Are customers actively demanding the product? Is the product attractively packaged?

**Turnover.** Why can a buyer easily achieve a rapid turnover in your line? Is the line restricted to the best sellers? Are deliveries prompt? Is an adequate source of supply near?

**Profits.** Why is your line profitable to handle? Is there a satisfactory margin of profit? Does the line encounter price cutting? Is the line free from mark-down losses? Are the dealers protected against style changes and price declines? Is the line free from spoilage?

**Nature of product or line.** What is the product? Why is it better? Do customers know it is better? How can they be easily persuaded it is better? Is it in fashion? Why? Is it well made? What are the nature of guarantees, if any? Is there any latent cause for trouble? Is it patented or copyrighted? How thoroughly?

**Offering concern and trade relations.** Is the sponsoring concern reliable? Are they well established? Do they have adequate facilities to render efficient service?

Can they handle special jobs efficiently? Can parts be obtained easily?

Copy answering these questions could be classed entirely as "reason-why copy." In retail stores today products are being purchased almost exclusively on a logical basis. In many stores, before a buyer can get official approval of an order, he has to show a logical reason for its purchase. Any important purchase, such as handling an entire new line, has to be reviewed by two or more officials. They are interested only in the net profits of the concern. A buyer holds his job only as he makes profits for his store. These profits are governed entirely by his volume of sales, his margin of profit (original markup less mark-downs), and his rapidity of turnover. In discussing in detail some of the questions listed, it is necessary to have the fact of "profit interest" in mind. A man may buy a Buick because his golf companion is the agent but he doesn't stock merchandise in his store unless he thinks he will be able to sell it at a profit.

**Sales.** In a recent advertisement to the furniture trade Simmons told the retailers all the vital facts about its new "Deepsleep Mattress." To quote the excellent copy:

The remarkable record achieved by the Simmons Beautyrest Mattress is shown in the chart. Sales multiplying more than thirteen fold, in five years, with a protected profit to the merchant.

Do you wonder, then, that we predict for DEEPSLEEP, selling to a market four times bigger, a sales volume four times as great?

Profit-making sales are an inspiration to your sales force—they are the prime object of your business. Almost equally as important, is your desire to render your customers the satisfaction and value that alone

## TO READERS WHO LIKE MY STUFF

"Put me on your mailing list" has been a common request since word got around that I am editing *Southern California Business*, official magazine of the Los Angeles Chamber of Commerce.

Readers want to see what I will do to turn an "official organ" into a live business journal for the Pacific Southwest.

Now, a Chamber of Commerce must watch costs.

Send me your name, for three months' free trial. In 90 days you get a bill—two dollars. If you want more, pay the bill. If not, ignore it.

January issue going fast, so you may get February.

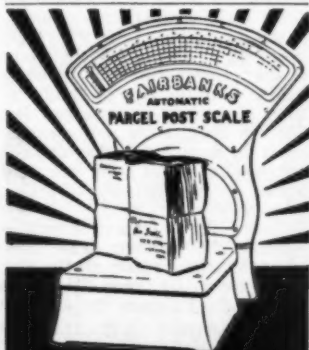
I want you to feel well while you read it.

**JAMES H. COLLINS**

*Southern California Business*

1151 South Broadway

Los Angeles, Calif.



**Ship  
printed matter  
with  
correct postage**

*Avoid waste  
and returns...*

SA 5203

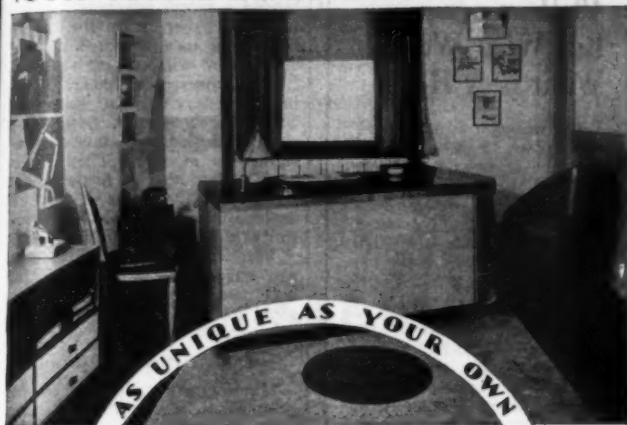
build lasting customer good-will, without which permanent success is impossible.

One problem the retail buyer faces is the ever-present possibility that a product that has sold well in the past will not continue to maintain its sales volume due to a sudden shift in the consumer demand. Many corset manufacturers went bankrupt because they did not adjust themselves to the demand caused by the vogue for boyish figures. The alert modernized their products and told the retail trade about it. A dealer wants to deal with progressive manufacturers.

National advertising campaigns may help the aggregate sales of a product. It may also hurt the sales in an individual store. A product not nationally advertised usually carries a wide margin of profit and is not used as a price-cutting football. The manufacturer is often content with a few outlets in a city. An announcement of a national advertising campaign may sound the death-knell to a profitable business for a retailer. Last year a Brunswick-Balke representative came first to our department store and told us that if we would buy a certain number of juvenile pool tables it would in turn not solicit any other account in town. This sounded good to us so we bought the tables and pushed them so hard that we duplicated the original order twice. This year the company announced that it would greatly increase its national advertising campaign. It also has sold a number of accounts in our city and the prospects are that no one dealer can make as much as we did last year.

Packaging is of great importance to the dealer. It greatly facilitates ease of handling. If attractive it can be placed on counters or in cases and eliminates much work in display and wrapping. The food and drug products are usually attractively packaged, but more products can be to advantage. In a recent advertisement the Pepperell Manufacturing Company used this argument to urge the sale of sheets as Christmas presents, emphasizing:

## YOUR OFFICE DEMANDS A PERSONALITY



Here is an invitation to action. It is one of the interiors in our offices in the Chanin Building

Most of your working hours are spent in your own office. It quickly assumes a personality as definite as your own. Your executive talents, the expansion of your personality, require an environment keyed to you, tuned to the tempo of modern business. A Jenter interior is created, individually, to interpret that.

### A MODERN WORKSHOP FOR THE MODERN EXECUTIVE

Like your brain, it is uncluttered with trivial details, with distracting influences. Its simplicity affords a decided directness for the action of the day. Martin Jenter, his staff of artists and craftsmen, create interiors that not only represent the executive, but that also express the character of the entire organization. A Jenter Interior is custom-made to fit your needs. A conference will start sketches and plans.

Visit our offices and show-rooms at 121 E. 41st Street.  
Telephone, Ashland 1166.



# JENTER EXHIBITS

"at the point of contact"

INC



## We've Interviewed 40 Hommes But What We Want is A Horse

What we want is an experienced copy man—a veteran with the scars of conference battles, but who has the sense of humor to forget his temporary defeats. Of course, he must be able to admit that most of his copy has been okayed with minor corrections.

This man must know the ropes like "Groucho," but he must be a more genial soul. We'll give him plenty of selling ammunition, but he must have the ingenuity to present it in bang-up style with conviction *sans* blue sky. And he mustn't mind if three or four other good advertising men horn in with their suggestions. (If he's as good as we want he'll keep the copy kibitzers from horning in.) In other words, he must be good on type, layout and expression.

Now about ourselves. We're business paper publishers who believe that the heart, soul and guts of advertising is copy. We want the same quality of copy over our name and over the names of our publications that we like to see over the names of our advertisers.

Here's a chance for the right man to attach himself to a growing organization. The opening is in our advertising department in New York. If you know this man tell him to give us his point of view and all the works.

Address "N," Box 289, care of Printers' Ink.

"This gorgeous Christmas box ensemble is furnished without extra charge."

*Turnover.* W. & J. Sloane headed a recent advertisement in a business paper with the caption "4.9 times turnover in 4 months." Any buyer will stop to read this. Sloane proves its statement by telling the story of the sales in a Southern department store. Both the actual sales and inventory are shown by months. They further explain that this is made possible by the Sloane Sales Plan. The dealer is also reminded of the proximity of a Sloane distributor.

Van Raalte tells that its dealers can cover their fashion demands with twenty colors instead of the usual forty-seven. This helps turnover.

### *Mention Prompt Deliveries*

Manufacturers often tell of their prompt deliveries. Many good products have never enjoyed a good sale for no other reason than slow and uncertain deliveries. It is imperative in retail stores that merchandise turn rapidly. Styles change overnight. Demand is fickle. Nothing improves the rate of turn more than restricted lines and promptness of service. Why not tell buyers about prompt deliveries?

*Profits.* It is not easy in business-paper copy to prove profit possibilities. As stated before, retail profits are made up of total sales, the net margin of profit after markdowns are taken, and turnover. A fair margin and lack of price cutting is always helpful. The average department store in 1927, according to a Harvard report, showed a net profit of 1.7 per cent of sales. The markdowns amounted to 6.4 per cent of sales. Is it any wonder buyers are intensely interested in products that will help reduce this markdown percentage? In the advertisement by Sloane, just quoted, it is stated: "The Fast Selling Patterns Service eliminates losses from dead stock." Moisture proof covering of boxes is an excellent example of manufacturers' efforts to help reduce spoilage on retail shelves.

*Announcing*  
the appointment of  
**L. E. Kreider**  
as  
Advertising Manager  
of  
**THE MENTOR**

**THE CROWELL  
PUBLISHING COMPANY**

250 Park Avenue

New York

9,376,584 Lines

1928

10,564,862 Lines

1929

# Over 1,175,000 LINES GAIN for 1929

IN ADVERTISING VOLUME IN THE  
SPRINGFIELD, MASS., NEWSPAPERS

*Figures Based on a Single Daily  
Measurement Plus Sunday*

In National Lineage a Gain of 17%

*Optimism for 1930 business in  
Western Massachusetts is based on  
cold figures rather than fanciful  
dreams . . . write for booklet,  
"A Guide to 1930," containing  
graphic charts of sales possibilities  
in Western Massachusetts.*

## Springfield Newspapers

UNION • REPUBLICAN • DAILY NEWS

135,000 DAILY . . . . . 70,000 SUNDAY

Serving a Market of 625,000 People

The man  
but very

Natur  
The des  
copy sh  
appeal i  
of a pr  
has to i  
to sell i  
by reta  
motest  
ing arg  
rine is  
these as  
the ma  
mail di  
wants t  
uct can  
in black  
affectin  
know th  
of his s  
tion giv  
help re  
now re  
sales.

Offer  
lations.  
firms o  
hard to  
strong  
know  
large,  
day a  
to adve  
made p  
tive ye  
in exist  
Mohaw  
tinually  
weave  
design  
width.  
execut

Sum  
busines  
inform  
downs  
mount  
keyed  
bring

J  
M  
Milte  
Chicago  
Moines  
merly  
man, p  
city,  
at Chic



The markdown angle has been used but very little in business papers.

**Nature of the Product or Line.** The descriptions in business-paper copy should be analytical. Sales appeal is the most important phase of a product to the retailer. He has to instruct his sales people how to sell it. Many products are sold by retail stores without the remotest conception of the best selling arguments. The trade magazine is an excellent place to give these as sales people usually read the magazine where they don't mail direct to the buyer. A buyer wants to know exactly what a product can and can't do. He wants to see in black and white any guarantees affecting the product. A buyer must know the truth for the instruction of his sales people and the information given the customer. This will help reduce the return evil which now reaches 7.9 per cent of gross sales.

**Offering Concern and Trade Relations.** With the multiplicity of firms offering products, it is often hard to distinguish between the strong and the weak. All buyers know that it pays to buy from large, substantial firms. Some day a firm will have the audacity to advertise to the trade that it has made profits for so many consecutive years instead of simply being in existence for a long time. The Mohawk Carpet Company has continually advertised its ability to weave to special order any color or design up to thirty-two feet in width. Special orders must be executed quickly and accurately.

**Summary.** Buyers who read business-paper copy want specific information. Sales, turnover, markdowns and profits are the paramount interests. Advertisements keyed to these interests should bring satisfactory results.

### Join "People's Popular Monthly" at Chicago

Milton B. Bock, formerly with the Chicago office of *Iowa Homestead*, Des Moines, and William J. Phalen, formerly with Blanchard, Nichols & Coleman, publishers' representatives of that city, have joined the Western office, at Chicago of *People's Popular Monthly*.

## A successful \$12,000 executive desires change

A thorough training in the sales, advertising, and merchandising problems of the retailer and manufacturer, plus national travel and research, has equipped this man to handle a position involving big responsibilities. He is a graduate of Harvard College and the Harvard Graduate Business School. As Sales Promotion Manager, Educational Director and Advertising Manager, he has achieved real success in handling sales organizations, in opening new accounts and developing old ones.

He is thirty-six years old, married, has a pleasing personality; is an original thinker, a sought-after lecturer on sales and advertising subjects, and a paid contributor to several leading magazines.

Address "O," Box 141,  
Printers' Ink.

## Extravaganzas or Business Meetings for Clerks?

THE H. C. WHITMER COMPANY  
INCORPORATED  
COLUMBUS, IND.

Editor of PRINTERS' INK:

In the issue of PRINTERS' INK, November 10, 1927, the following article was published: "How to Conduct a Convention of Retail Salespeople," Delco-Light Educational Plan."

Please send us this issue of your magazine, as we are interested in reading the above article.

THE H. C. WHITMER CO.

THE above letter inquiring about the Delco-Light plan of holding conventions for retail salespeople reminds us of a similar meeting held by another General Motors unit. Perhaps it is not proper to call these two meetings "similar." True, retail salespeople were invited to both. True, also, both were designed to stimulate sales. But while the goal was the same in both cases, the methods

formulated to reach it were totally different.

In the Delco Light convention, sane business procedure was the topic of the day. The retail salespeople were brought there with the understanding that they would be given an opportunity to improve their selling ability. They were not misled. Everything was planned to compress as much educational material as possible into the limited time available. Entertainment was merely an incidental feature.

But in the meeting of retail salespeople held by this other General Motors unit, a carnival spirit pervaded the convention hall. Some effort was made to preserve order and decorum and to get across a serious message. But there was that in the atmosphere which definitely convinced those in attendance that this was simply sideplay; that they were there to have a good time and that these attempts at education were nothing more than salve for sensitive

## CHANGE OF NAME

ROY BARNHILL, Inc.  
New York

are operating under the name of

LITTELL-MURRAY-BARNHILL, Inc.

College Publishers' Representatives

—with the same headquarters, personnel, and specializing in the same college publications.

W. Roy Barnhill  
Chairman, Exec. Com.

W. B. Littell  
President

E. M. Murray  
Treasurer

Harry C. Baldwin—in Chicago—at 410 No. Mich. Ave.  
R. W. Harwood and H. M. Mahon—in New England—at 1400 Mass. Ave., Cambridge.

n. 9, 1930

re totally

vention,  
was the  
ail sales-  
with the  
ould be  
improve  
ey were  
g was  
ch edu-  
ble into  
Enter-  
cidental

retail  
other  
carnival  
on hall.  
reserve  
to get  
But  
osphere  
those  
simply  
ere to  
t these  
noth-  
nsitive

Jan. 9, 1930

PRINTERS' INK

181

HENRY MORGENTHAU, JR.

PUBLISHER

## **AMERICAN AGRICULTURIST**

ANNOUNCES  
THE APPOINTMENT OF



IRVING W. INGALLS

AS

ADVERTISING MANAGER

AMERICAN AGRICULTURIST 461 FOURTH AVE., N. Y. C.

# Available a PERSONALITY with the following experience—



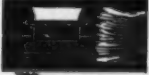
**COLLEGE  
EDUCATION**



**CONTACT  
WORK**



**COPY**



**RESEARCH**



**EXECUTIVE  
WORK**



**SALES  
ARTICLES**



**EXTENSIVE  
TRAVEL**



**RESULTFUL  
LETTERS**



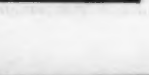
**PUBLIC  
SPEAKING**



**LEADERSHIP**



**AGE:  
2 SCORE YEARS**



**IN  
BUSINESS**

**BOX "J," 287  
PRINTERS' INK**

**REPLY TO**

consciences. In brief, this meeting was an extravaganza—one that cost \$100,000 and twelve of them were held in as many sections of the country.

It has required no prescience to foresee that the Delco Light type of meeting is the only kind that will make these conventions of retail salespeople permanently worth while. For this reason, the PRINTERS' INK Publications have carried articles describing only those meetings which were so laid out that the attending retailers and their clerks left with a better knowledge of selling than they possessed when they arrived at the convention hall. A list of these articles is to be had for the asking.—[Ed. PRINTERS' INK.]

## Elected by Syracuse Agency

G. E. Howes has been elected treasurer of G. F. Barthe & Company, Inc., Syracuse, N. Y., advertising agency. He succeeds C. A. Call who has resigned. G. F. Barthe continues as president and general manager. Benjamin E. Shove, is vice-president and chairman of the board. R. G. Wilson is secretary.

James B. Lennie, formerly with the advertising department of the Federal Radio Corporation, Buffalo, N. Y., has joined the staff of the Barthe agency.

## Olds Motor Executive Changes

D. S. Eddins, vice-president and general sales manager of the Olds Motor Works, Lansing, Mich., is now vice-president and general manager of that company. He will assume many of the duties of I. J. Reuter, president of the company, who will take charge for a time of Adam Opel, A. G., a General Motors unit located at Russelsheim, Germany. J. T. Collins has been appointed general sales manager, succeeding Mr. Eddins.

## Now Business Manager, Milwaukee "Sentinel"

Harry E. McManus, who recently joined Paul Block, Inc., has been appointed business manager of the Milwaukee *Sentinel*. He succeeds Harvey R. Habeck, who has been made secretary and who will remain in charge of the auditing department.

## Appoints Brinckerhoff Agency

The Bestever Products Company, Chicago manufacturer of a cleaning compound, has appointed Brinckerhoff, Inc., advertising agency of that city, to direct its advertising account. Magazines will be used.

# Science and Invention

## Announces

### An Increase in Rates

beginning with the May, 1930, issue. All advertisers desiring to reserve space at present rates must have contracts in the offices of Science & Invention on or before February 10, 1930.

Beginning with the issue of May, 1930, the circulation guarantee is increased to 170,000 A. B. C., based on a yearly average. This is a 70,000 increase over the present guarantee of 100,000 A. B. C.

Agencies and advertisers desiring further information about this exceptional all-men market will be supplied on request.

## The MACKINNON-FLY PUBLICATIONS, Inc.

381 Fourth Avenue, New York

### Publishers of

Screen Book	Science and Invention	Radio News
Plain Talk	Aero News and Mechanics	
Your Body	Amazing Stories	Brief Stories
Complete Detective Novel	Amazing Stories Quarterly	
Complete Novel and Wild West Stories		



## Does Advertising Pay?

The Lydia E. Pinkham Medicine Company does an annual business running into the millions without a single salesman or other personal representative calling on the Trade.

An increased price for Pinkham's Compound was announced to the Trade effective midnight December 14, 1929. The Company was overwhelmed with an avalanche of orders by telephone, telegraph and mail to take advantage of the old price. Some customers placed orders for a year's supply of Vegetable Compound. Many others ordered enough to last them at least six months.

Figure it any way you like, the result is a real tribute to the product and to newspaper advertising. It takes a great deal of confidence on the part of druggists to buy a year's supply of any one product. This confidence which they have shown is due to the quality of the product itself and also the millions of dollars worth of newspaper advertising which have created a real demand for the Vegetable Compound.

The principals of the Northeastern Advertising Agency have long been identified with the Pinkham success. That experience should be valuable for other manufacturers and we frankly seek an opportunity to discuss our Agency service with interested advertisers.

**Northeastern Advertising Agency, Inc.**  
LYNN, MASS.

## The Scope of Sales Conventions

STANDARD BRANDS INCORPORATED  
BUFFALO, N. Y.

*Editor of PRINTERS' INK:*

Would you be kind enough to send us any clippings or news items that you may have with reference to sales conventions?

We would like to incorporate as many of these ideas as possible into use at a meeting of our district representatives which we will have in the early part of January.

STANDARD BRANDS INCORPORATED.

FRANK M. COMRIE COMPANY  
CHICAGO

*Editor of PRINTERS' INK:*

One of our clients, a washing machine manufacturer, is going to have a sales convention in Chicago during the coming holiday season. There will be twenty-five or thirty salesmen and district managers here.

No doubt you have in your files a few ideas that would help make such a convention a big success. Would appreciate any clippings or suggestions you can send us.

FRANK M. COMRIE COMPANY,  
R. E. MOORE.

GEUDER, PAESCHKE & FREY CO.  
MILWAUKEE

*Editor of PRINTERS' INK:*

You have been very kind in the past on several instances in supplying bibliographies relating to various subjects. And I am again turning to you for help in the hope that you will have available a list of articles on salesmen's conferences and conventions that have appeared in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* during, say, the last two years. Would appreciate having this list as quickly as possible.

J. SCOTT WILSON.

**I**F the number of inquiries *PRINTERS' INK* receives each year at this time serves as any sort of criterion, this question of sales conventions would appear to be the hardest of perennials.

The scope of the sales conventions is ever widening. Its fundamental, and no doubt original, purpose was to promote or maintain the morale of the sales force.

Today's conventions have outgrown their initial methods. No longer are they confined to "carrying across an important message." That is where the greatest difference lies between the convention of the past and the present. We have made an analysis of the articles published in *PRINT-*

..... *From*  
*composing room to bindery*  
*the House of Fierstine is*  
*devoted to the production*  
*of BETTER printing. The*  
*simplest leaflet or the most*  
*intricate catalog in FULL*  
*COLOR deserves the fine*  
*workmanship our modern*  
*equipment and efficient*  
*organization can give it.*

**FIERSTINE**  
**PRINTING HOUSE**  
UTICA, N. Y.

## Take a Vacation

I am making exchange contracts for publishers with hotels in Florida, the mid-south golfing resorts, Atlantic City, also Cruises to the West Indies and Bermuda.

**George W. Tryon**  
Times Building  
New York City

## \$200.00 FOR A PLAN

A chain organization selling at retail to the medium class of people Wall Paper, Paints, Enamels, etc., for home use wants a merchandising plan that will cause the housewives to come to the stores, even though they do not buy.

The organization feels that, due to its low prices (about one-half usual retail prices) and its wide assortment of patterns (at least three times larger) and its method of showing these patterns on large, movable panels so that the customer can actually see them as they will appear on the walls, that its sales problem will be solved if it can get the women to visit the store.

The organization thought that this might be accomplished through some method of interesting the school children and through them bring their mothers into the store, but realize other ideas might be better.

We will pay \$200.00 for any plan which is accepted by us. All plans submitted and not accepted will be returned. Plans must be submitted by February 1.

### Wall Paper Economy Chain, Inc.

301 Pearl Market Bank Bldg.  
Cincinnati, Ohio

**W  
A  
N  
T  
E  
D**

### *An Unusually High Type Printing Salesman*

A firm which has one of the best-equipped printing plants in New York City wants as representative a man of unquestionable character, pleasing personality and appearance, proved ability to sell, and a wide acquaintance among purchasers of printing. This is a big order to fill but the right man will be adequately compensated. No one will be considered who has not a demonstrated earning capacity of over \$10,000 a year. Communicate with us in writing. Your qualifications will be given speedy consideration.

**ANDERSON, DAVIS & HYDE**  
205 East 42nd St., New York, N.Y.

ERS' INK among other sources dealing with sales conventions and the following list will give an idea of the number and diversity of topics with which sales conventions, to-day, treat.

We find that sales conventions have been used to:

1. Sell the salesman on the house; i. e. to increase his loyalty by demonstrating the effect co-operation has on increased earnings.
2. Outline history, growth and future of the company.
3. Introduce a new line.
4. Introduce a new product.
5. Explain new improvements, such as in
  - (a) package
  - (b) trade-mark
  - (c) name.
6. Explain price changes.
7. Sell salesmen on the value of advertising.
8. Present advertising, selling and merchandising plans to salesmen.
9. Teach salesmen proper methods of co-operating with
  - (a) dealers
  - (b) jobbers.
10. Secure salesmen's opinions on dealers' reactions to
  - (a) advertising
  - (b) product, etc.
11. Teach salesmen to sell the full line.
12. Obtain salesmen's suggestions and ideas for improving
  - (a) products
  - (b) policies, etc.
13. Study competing products and review stock arguments against competitive products.
14. Demonstrate use of products.
15. Get salesmen interested in the sales manual.
16. Teach salesmen their own faults.
17. Teach salesmen not to oversell the dealer.
18. Interest salesmen in reading books and periodicals that will make for better salesmanship.
19. Develop the standardized selling talk.
20. Instruct salesmen on the right way to take an order.
21. Introduce methods of inducing old customers to give names of prospects.
22. Discuss different types of buyers.
23. Promote efficiency in salesmen's calls.
24. Demonstrate the necessity of territorial analysis.
25. Check up on correspondence methods.
26. Secure complaints from salesmen.
27. Obtain best methods of sales approach.
28. Show how to handle the follow-up.
29. Discuss answers to sales objections.
30. Encourage Saturday selling.
31. Show the salesman how to co-operate with the local newspaper in his territory.
32. Discuss the technique of the interview.
33. Emphasize the value of the daily report.





Results have convinced our clients that the original and practical idea, well executed, is one of the most powerful selling weapons available.

Our service is based on new ideas in copy . . . new ideas in layout . . . new ideas in merchandising . . . not too clever, not tricky, but fundamentally different and unusual—and intelligently executed.

## ZINN & MEYER

INCORPORATED

### *Advertising*

1819 Broadway—New York

An agency with tested resources of original, practical ideas.

## Sales and Management Executive

seeks position with some concern of medium size that needs services of capable, practical executive with producing record. Have majored in sales thru every position from assistant to top job.

Now holding top job with large concern, national in scope. Analysis of future prompts desire to make change to place where he can have fairly free hand to develop and manage sales program.

Character and producing credentials gilt edged. Arrangement would need to include favorable salary and profit opportunity as well. Present income twelve thousand.

Address "B," Box 282  
Printers' Ink

## Printing . . . . . . Salesmen!

WE want several above-the-average PRINTING SALESMEN who have established themselves with live contacts and who now have an active and high-class clientele.

We are one of the foremost letter shops in the country, doing only the highest type of work for the better class of accounts. We want experienced high-grade salesmen to represent us in contacting their own accounts for multigraphing, addressing and mailing requirements after they have taken care of their printing needs.

This is a splendid opportunity to materially increase one's income. Keen, aggressive and intelligent men who know their business thoroughly will appreciate this exceptional opportunity. Apply at once.

Address  
"T," Box 133, Printers' Ink.

34. Secure credit information.
35. Teach salesmen the correct method of making collections.

This list is by no means intended to be a complete compilation of all the topics ever touched upon at sales conventions. However, it may serve to remind one that the scope of the sales convention is limitless. For the convenience of those readers who are desirous of acquainting themselves with the procedure of sales conventions we have prepared a list of PRINTERS' INK articles on this subject. This list will be mailed to anyone requesting it.—[Ed. PRINTERS' INK.]

## General Motors Report Gain in Stockholders

General Motors Corporation reports that its total number of common and preferred stockholders for the fourth quarter of 1929 was 198,600, compared with 140,113 for the third quarter, 125,165 for the second quarter and 105,363 for the first quarter. For the fourth quarter, 176,693 were holders of common stock and the remaining 21,907 represent holders of preferred and debenture stocks. These figures compare with 117,767 common stockholders and 22,346 preferred for the third quarter, with 102,306 common and 22,859 preferred for the second quarter and with 82,415 common and 22,948 preferred for the first quarter.

The 198,600 stockholders of both classes at the end of the fourth quarter of 1929 compares with 2,920 at the end of the fourth quarter of 1917.

## David Dibbell to Direct "Camco" Advertising

David Dibbell, who recently joined the Consolidated Automatic Merchandising Corporation, New York, has been appointed advertising manager of that organization. He was formerly manager of the research department of Dorrance, Sullivan & Company, Inc., advertising agency of that city.

## P. L. Corner with Jerome B. Gray

Persis Leslie Corner, formerly advertising manager of the Thornton-Fuller Automobile Company, Philadelphia, has joined the copy department of Jerome B. Gray, advertising agency of that city.

## Joins Penn Mutual

Alexander G. Wheeler, for the last nine years with the Gates List of Railroad Magazines, Chicago, has joined the Alexander Patterson agency of the Penn Mutual Life Insurance Company, Chicago.

# Your Agency Was Not Built in a Day!

## Neither Can a Broadcast-Advertising "Specialist" Develop Overnight

IT TOOK US OVER  
FIVE YEARS TO  
GET READY  
FOR THIS PAGE

Only now do our expanded facilities enable us to extend our services in whole or in part to additional advertising agencies and their accounts (we are now serving four large agencies as their actual radio departments, operating under their own names and several others are using our partial services).

The Eleo organization's claim to its name is *not* that it acts as a program or artists' bureau; not just radio station representatives; not merely a group of continuity writers; not only a few musical directors and artists who have appeared in prominent programs, etc. It is not *any one* of these branches of commercial broadcasting. *It is all of them*—under a staff of advertising men who coordinate *every* single element required for resultful broadcast-advertising.

### ELEO PROGRAM DIVISION

Our direct affiliations and contractual relationships give us actual control for radio of many prominently successful writers, artists, orchestras, etc. Eleo is also exclusive agent for the Radio Recordograph Process. Many "Middlemen" are entirely eliminated when you use the Eleo Program Service. Quotations without any obligation whatsoever!

#### MR. RADIO MANAGER!

Is your name on our list to receive, directly at your desk, our regular mailings of informative reports on all phases of broadcast-advertising?

ALSO ASK FOR our latest booklet "The Art of Resultful Broadcast - Advertising".

ELEO BROADCASTING  
SERVICE CORP.  
220 West 42nd Street  
New York City

#### THE RADIO - LISTENED MARKET

It is one of a series of Reports and Publications covering various phases of radio, including production and management of the American radio industry. They are prepared especially for the information of advertisers and their general salesmen agents, and the complete or partial services of the Eleo Broadcasting Service Corporation.



Advertising to America, Inc.



Broadcast-Advertising and the Agency



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1833 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 331 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
BERNARD A. GRIMES, News Editor

## EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. B. Weiss	Andrew M. Howe
Arthur H. Little	Eldridge Peterson
Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
Frederic Read  
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, JANUARY 9, 1930

## Advertising Reduces the Allowance

How much discount, if any, should the manufacturer allow the chain stores and other large purchasers for advertising purposes? The answer to this pestiferous question apparently is that the amount of the allowance is determined largely by the extent of the manufacturer's general advertising program.

A manufacturer in the Northwest tells us that he once allowed the chains 10 cents a case to invest in local advertising. In the course of time he found it necessary (or at least thought he did) temporarily to discontinue his effort to promote consumer acceptance for his goods. Then he was surprised, and not a little perturbed, to find that the chains would not handle his line at all unless the allowance

were increased to 20 cents a case. In other words, without the national campaign as a general background, the creation and building of local acceptance was a bigger and more expensive job. He acceded to the 20-cent demand for a time, as he had no other alternative; but he resumed his advertising as quickly as possible, and when he did the allowance dropped back to the old figure of 10 cents and everybody was satisfied.

In one way this incident may be construed as showing rather high-handed tactics on the part of the chains. But, without going into a discussion of the righteousness or alleged iniquity of the allowance system, we think this manufacturer's experience is a strong testimonial in favor of building consumer acceptance on as ambitious a scale as the traffic will allow. It shows, too, how responsive the chains are to good advertising. It stands to reason, their attitude being as it is, that the more completely the manufacturer cultivates the consumer the less he has to worry about the so-called subterranean discounts which most of the chains seem to regard as their right.

It seems to us that manufacturers who are worried by this problem—and there are many who frankly admit their perplexity—would be doing a wise thing at the beginning of this year 1930 by overhauling their advertising machinery with the object of seeing whether they are investing enough money in producing general salability.

## Back to the Horse?

In New York City, so 'tis said, certain trucking firms are replacing their motor trucks by horse-drawn vehicles. They are doing this in the belief that as traffic conditions are in that community, a truck spends considerably more time standing still waiting for the chance to move, than it spends moving. The theory is that it costs less to have a team of horses to do this standing still than it

does  
perfo  
engin  
A  
betwe  
reason  
some  
comb  
of tr  
specti  
emplo  
in ad  
the w  
Th  
is con  
invol  
sion  
for b  
latest  
offer  
or sh  
letter  
Ang  
Bu  
and  
equal  
casio  
find  
culti  
dispe  
both  
wors  
Th  
city's  
foun  
mach  
that  
effici  
from  
turns  
will  
that  
maki  
and  
as a  
come  
merit

A E  
Rev  
in

at lea  
we h  
figur  
of th  
in 19  
It  
year  
in, a

does to have the same function performed by a motor truck with engine running.

A subtle analogy is detectable between this triumph of inductive reasoning and that which induces some direct-mail advertisers to combat the unfavorable influence of traffic congestion in their prospective customers' mail-boxes by employing pen, ink and longhand in addressing their assaults upon the wary pocketbook.

The direct-mail man, to be sure, is concerned less with the expense involved than with his fond illusion that customers are grateful for being fooled into thinking the latest unique and unparalleled offer of a special bargain in shoes or shirts or life insurance was a letter from Aunt Jane in Los Angeles.

But longhand for direct mail and horses for city trucking are equally good examples of the occasional human tendency to try to find an easy way out of the difficulties in the path of progress by dispensing with progress. And both are wastes of time, and worse.

The true solution for a modern city's traffic ills will never be found in the surrender of modern machinery, but in learning to use that modern machinery at its true efficiency; and the true escape from the law of diminishing returns in direct-mail advertising will be found not in a pretense that it is something else, but in making it so good, so interesting and valuable to the customer, just as advertising, that he will welcome it and read it gladly on its merits for what it is.

### **A Business Revolution in Eight Years**

If we fail to realize that in eight years a revolution has been brought about in at least one department of business, we have only to examine certain figures pertaining to the operations of the two chief mail-order houses in 1921 and 1929.

It will be remembered that the year 1921 saw a severe crisis set in, as the result of a recession in

the boom that rose sky high just after the World War. At the beginning of that year, so the January bulletin of the National City Bank states, Sears, Roebuck and Company had an annual sales volume of \$159,034,518. At the same period they had goods on hand amounting to the enormous total of \$105,971,243. It is to be noted that there is a difference between these two sums of only \$53,963,275.

Mark now the tremendous change that had ensued by the time 1929 had arrived. The sales volume then amounted to \$443,452,640. But the inventory came to only \$67,269,306—a difference between the two totals of \$376,183,334.

For Montgomery Ward & Company in 1921 the sales total was \$68,523,244, with \$30,282,672 locked up in goods. They began last year with \$59,762,946 in goods, but had sales of \$291,530,000.

We can all remember when it was the constant endeavor of sellers to load buyers up with goods to capacity. When the slump arrived and retailers would buy only for their momentary needs, wails of anguish and recrimination arose, and manufacturers could see nothing but the poor-house ahead.

But after the first outcry of alarm, the country settled down upon a basis of hand-to-mouth buying, as it came to be called, and business at length made the necessary adjustment and finally emerged with a satisfactory showing. There was no murder, sudden death, or blue ruin.

No doubt the proportions between sales and inventory as given by the mail-order houses were somewhat similar in other lines of business all over the country. At any rate, it became a habit to reduce stocks on hand and to quicken turnover as speedily as possible, thereby making no considerable sacrifice of volume, but rather increasing it.

It is this practice which has prevailed all over the country for the last eight years, marking a clean break in the buying and selling habits which governed business up to the deflation crisis of 1920-1921. It is now seen that this practice

of maintaining only small inventories is the thing that has kept the business structure steady at the bottom while the stock market edifice was wobbling to and fro in winds of alternating hope and despair.

In short, the stone which the builders rejected has become the head of the corner. The thing to do then, it seems, is to examine the brickbats as they come to us, even though they hit us in the face, and see if we can't fit them into the building. That is at least better than sitting down and having a good cry.

### **The High Cost of Saturation Points**

Slowly and painfully American industry has been learning some of the lessons of mass production, a term which a few years ago seemed to represent the solution to almost any industrial problem. The fact that wisely planned mass production, properly controlled, effects great economies which are passed along to the consumer resulting in higher standards of living is indisputable. That mass production is a cure-all has been pretty thoroughly proved fallacious.

E. J. Kulas, president, Otis Steel Company, Midland Steel Products Company, in the January **PRINTERS' INK MONTHLY** has made an unusually keen analysis of some of the results of mass production carried beyond reasonable limits. By pointing out that the recent striving for volume, regardless of certain deterring factors, brought about unsound production and merchandising conditions, Mr. Kulas draws an excellent lesson from the past, a lesson which must be studied carefully by manufacturers planning their future policies.

A few years ago it was the fashion to pooh-pooh the term "saturation point." Executives confidently stated either that there was no such thing as a saturation point or that this point in almost every industry would be reached at some far distant date.

As a matter of cold common sense business history is the

chronicle of reaching and passing saturation points. Today the automotive industry is trying to find its way beyond the present saturation point which is backing up a huge reserve of used cars. A solution will be found but the search is occupying the best thought of the best brains in the industry.

Volume in several industries has run so far ahead of merchandising that it must wait for merchandising to catch up. Whenever such a situation exists we may say that an industry has reached a temporary saturation point.

The consumer is not always the indicator of saturation. Today, in fact, in many industries the dealer is the key. He has reached his present capacity for absorbing merchandise and selling it under present advertising and sales policies. To force him to higher volume is to try to make the elephant ride in a go-cart.

It is a simple chemical fact that the way to correct saturation is by adding to the liquid content without increasing the solid content of the solution. In business executives must apply this chemical lesson and when temporary saturation points are reached they must add to the liquid of merchandising skill without increasing the solid content of volume until such time as an industry, by reason of better and more efficient distribution methods, is able to absorb more volume.

### **Walker Vehicle Acquires Barrett-Cravens Company**

The Barrett-Cravens Company, Chicago, has been consolidated with the Walker Vehicle Company, of that city, and the Automatic Transportation Company, Inc., Buffalo. The Barrett-Cravens Company manufactures lift trucks, lift truck platforms, portable elevators and structural steel storage racks. The Automatic company is a manufacturer of industrial trucks and tractors.

### **Premier Vacuum Cleaner Advances W. J. McCord, Jr.**

Walter J. McCord, Jr., formerly manager of trade relations of The Premier Vacuum Cleaner Company, Cleveland, has been appointed assistant sales manager of that company. He will transfer his headquarters from New York to Cleveland, where he will be in charge of contact work throughout the country.

# Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

40 EAST 34TH STREET

NEW YORK

FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## Kenneth Collins Points Out Retail Advertising Leaks

Kenneth Collins, executive vice-president of R. H. Macy & Company, Inc., New York, pointed out weaknesses in retail advertising which cause waste running into many millions of dollars annually in a talk before a meeting of the Advertising Council of the Chicago Association of Commerce last week. He estimated that from 20 to 30 per cent of all retail expenditure is a total loss to the advertisers.

"A chief fault of retail advertising lies in the fact that much of it is so utterly boring to the reader," he said. "Stilted and absurd verbiage clutters up valuable space in which simple, every-day language would do a far better job. Efforts to out-adjecive competitors result in overstatements which alienate the consumer's interest, as well as faith, in advertising matter."

He suggested brighter, more entertaining copy as a means of getting full value from advertising expenditures. The possible advantage of a certain amount of humor in copy—which has proved a powerful drawing factor in Macy advertising—is usually entirely overlooked, he said.

Faulty physical presentation and entrusting of advertising expenditures to low pay men were other important sources of waste detailed by Mr. Collins.

\* \* \*

## Waterbury Club Appoints Gerard Harrington

Gerard Harrington, of the Waterbury, Conn., *American*, has been made chairman of the publicity committee of the Waterbury Advertising Club. Other members of the committee are E. Christy Erk and John J. Lawlaus, both of the Waterbury *Democrat*, and Raymond J. Fanning of the Waterbury *American*.

\* \* \*

## Worcester Club Sponsors Advertising Course

The Department of Education of the Commonwealth of Massachusetts and the Advertising Club of Worcester, Mass., are co-operating in offering an extensive course in advertising, which will meet once a week for eight weeks. William J. Sheehan, of Doremus and Company, advertising agency, will be the instructor.

\* \* \*

## L. E. Kingman Heads Lantern Club

At the annual meeting held recently of the Lantern Club of Boston, an organization of magazine publishers' representatives, Louis E. Kingman, of the Condé Nast Publications, was elected governor. William Davenport, also of Condé Nast, was elected secretary and treasurer.

## Pacific Clubs Directors to Hold Mid-Winter Meeting

The annual mid-winter meeting of the board of directors of the Pacific Advertising Clubs Association will be held at Portland, Oreg., January 27, 28 and 29. The Portland Advertising Club will be host to the officers and directors of the association and to advertising men of the Pacific Coast who will also attend the meeting. Raymond P. Kelley, president of the association, has invited each of the thirty advertising clubs composing the association to send a representative to attend a club management conference to be held in connection with the directors' meeting. An entire day will be devoted to a round-table discussion on club management problems, to which the Advertising Federation of America is sending from its offices at New York a representative who will discuss club management.

In addition to the regular business of the association, the officers and directors will formulate plans for the association's annual "Advertising Achievement" week and discuss rules and subjects for the three-minute speaking contests and plans for the annual convention to be held at Spokane, June 22 to 25.

\* \* \*

## Mayor Delivers City Report Before Philadelphia Club

Harry A. Mackey, mayor of Philadelphia, recently selected the Poor Richard Club of that city before which to deliver his mid-administration address. In this address, he reviewed the accomplishments of his administration during the last two years and outlined his plan for the rest of his term. This report has been printed especially for the Poor Richard Club in a booklet of sixty pages. Jack Lutz, president of the club, presented Mayor Mackey with the club's "Achievement Club" medal.

\* \* \*

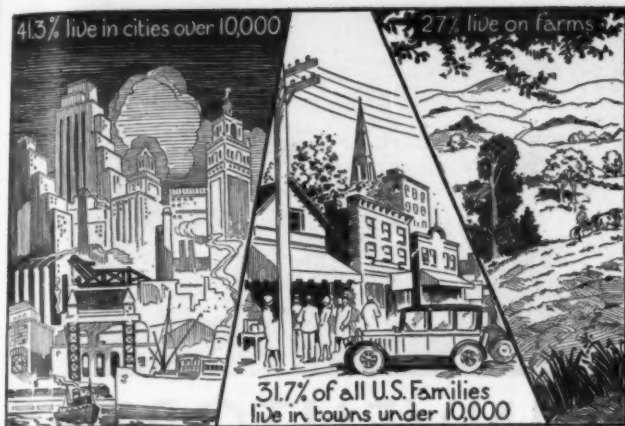
## C. R. Wiers Heads Niagara Falls Club

Charles R. Wiers, publicity manager of the Spirella Company, was elected president of the Niagara Falls Advertising Club at its recent annual meeting. Other new officers are: G. S. Grover, vice-president; Edson Pfohl, treasurer, and C. G. White, secretary. C. M. Snyder, Charles Woodward, George O. Benson, Charles E. Carrigan, Claude H. Hultzen, M. R. Lynch, Mr. Wiers, Mr. Grover and Mr. Pfohl were elected directors.

## Joins R. J. Skala Agency

William S. Stinson, formerly of the advertising department of the Creamery Package Manufacturing Company, Chicago, has joined the R. J. Skala Company, Chicago advertising agency, as a writer and account executive.





## One Third of America's Families Live in Little Towns . . .

**H**ERE is a market more stable than any metropolis, because its prosperity is assured by diversified sources of family income, far-flung beyond the limits of a single county or borough.

GRIT's one and three-quarter million readers, located in 12,000 small towns, are mostly above the national average in buying power. Three out of every four GRIT family heads are merchants, professional men, executives, salesmen,

skilled workers, etc. Hardly one in four is a domestic, clerk, or unskilled laborer.

69% of GRIT families own their homes and possess at least one automobile; 79% have savings accounts; 50% use charge accounts at local stores.

Keen merchandisers will cultivate this tremendous market in 1930. It is a profitable and virgin territory.

The nearest GRIT representative will gladly furnish complete information.



Advertising Representatives:

THE JOHN BUDD CO., New York - Chicago - St. Louis

**"If it won't pay in GRIT . . . it won't pay anywhere"**



# INVENTORY TIME

It is time for a careful inventory of territories, especially for commodities in the luxury or semi-luxury class.

This year such concerns will do well to focus on the South where living costs leave more margin for goods of this type.

Advertising and Sales Managers would do well to thoroughly investigate the importance of a branch in Atlanta from which to serve the rich South as it deserves, and demands, to be served.

The Atlanta Industrial Bureau will gladly cooperate without charge or obligation, and in the strictest confidence. Write

INDUSTRIAL BUREAU, CHAMBER OF COMMERCE  
121 Chamber of Commerce Building

Send for this  
**Booklet**

It contains the  
fundamental facts  
about Atlanta as a  
location for your  
Southern branch



# ATLANTA

*Industrial Headquarters of the South*



Jan. 9  
JA  
VOL.  
The Sp  
Town  
House  
Countr  
Nation  
Arts &  
Forbes  
The S  
Vanity  
House  
Popula  
Review  
Americ  
Intern  
Americ  
Popula  
Radio  
Magaz  
(2 I  
World  
World  
Cosmo  
Norma  
Physic  
Harpe  
Motio  
Better  
Forum  
Atlant  
Theatr  
Count  
Redbo  
Home  
Scienc  
True  
Golden  
True  
Psych  
Radio  
Ameri  
Field  
Drean  
Scrib  
Motio  
Amer  
Noma  
True  
Boys'  
Amer  
Elks  
Natio  
Sunse  
Film

## JANUARY MAGAZINES

### VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

	Pages	Lines
The Spur (2 issues).....	129	86,915
Town & Country (2 issues).....	113	75,915
House & Garden.....	96	60,773
Country Life.....	81	54,721
Nation's Business.....	107	45,977
Arts & Decoration.....	67	44,688
Forbes (2 Dec. issues).....	90	41,096
The Sportsman.....	57	36,308
Vanity Fair.....	57	36,045
Home Beautiful.....	50	31,837
Popular Mechanics.....	142	31,808
Review of Reviews.....	71	30,459
American Home.....	42	26,544
International Studio.....	34	22,704
American.....	53	22,605
Popular Science Monthly..	53	22,540
Radio.....	48	21,220
Magazine of Wall Street (2 Dec. issues).....	49	21,021
World's Work.....	48	20,671
World Traveler.....	31	20,552
Cosmopolitan.....	44	18,972
Normal Instructor.....	27	18,244
Physical Culture.....	41	17,644
Harpers Magazine.....	74	16,492
Motion Picture.....	37	15,889
Better Homes & Gardens..	33	14,739
Forum.....	33	14,157
Atlantic Monthly.....	63	14,095
Theatre.....	21	13,492
Country Club Magazine..	21	13,188
Redbook.....	30	12,883
Home & Field.....	20	12,635
Science & Invention.....	29	12,417
True Detective Mysteries..	28	12,020
Golden Book.....	28	11,933
True Romances.....	26	11,278
Psychology.....	26	11,134
Radio News.....	26	11,120
American Golfer.....	17	11,059
Field & Stream.....	25	10,582
Dream World.....	24	10,289
Scribner's.....	46	10,216
Motion Picture Classic....	23	10,021
American Boy.....	13	8,969
Nomad.....	21	8,770
True Confessions.....	19	8,151
Boys' Life.....	12	8,076
American Legion Monthly..	17	7,446
Elks Magazine.....	16	7,144
National Sportsman.....	17	7,121
Sunset.....	16	6,885
Film Fun.....	16	6,721

## Profits in 1930

Profits in 1930 will depend very largely upon the ability of the sales department to get sufficient volume.

In a period of keen competition for sales, the institutional acceptance of an organization is more important than in a period when the permanence of the business and the quick turnover of the products manufactured are taken for granted.

While the sale of products should be particularly emphasized in advertising in 1930, the institutional value can be maintained by strategic planning of copy and choice of media used. As soon as a corporation thinks along this line in sales planning, it automatically brings FORBES up for consideration.

The unique editorial position that FORBES holds, both in the service it performs and the market it offers, makes this inevitable. In the editorial pages of FORBES, commerce and finance meet.

FORBES as a consumer market equals in its potentialities all class publications. In institutional strategy, it offers unequalled opportunities.

## FORBES

B. C. Forbes, Editor

Walter Drey, Vice-President

120 Fifth Avenue, New York

# 500,000 booklets in 5 weeks

*Distributed through  
Parent-Teacher and  
other associations*

In a period of five weeks, we have received requests for 500,000 booklets issued by advertisers in *The Parents' Magazine*—a distribution totaling four times the circulation of the magazine itself.

These booklets were asked for by leaders of Parent-Teacher Associations, Mothers Clubs, Child Study Groups, and home demonstration agents—in intelligent readers vastly different from the rank and file of most coupon fillers.

When mothers want follow-up material, ask for it, distribute it to their friends and associates with warm personal commendation, there can be no question of their interest. It would be hard to find a less wasteful or more effective method of distributing expensive booklets.

Many advertisers judge magazines solely by keyed requests for booklets. We submit this record as an achievement without parallel in advertising history.

The placing of these booklets is a service offered to advertisers without additional cost. We shall be glad to explain how you may take advantage of it.

**The PARENTS'**  
**MAGAZINE**  
Formerly called "CHILDREN, The Parents' Magazine"

EARLE R. MACAUSLAND  
ADVERTISING DIRECTOR

255 Fourth Avenue New York

	Pages	Lines
Scientific American.....	14	6,060
Picture Play.....	14	6,060
Association Men.....	14	5,827
American Motorist.....	14	5,740
Hunting & Fishing.....	13	5,642
Open Road for Boys.....	13	5,593
Screenland.....	12	5,303
Extension Magazine.....	8	5,280
Outdoor Life & Recreation	12	5,227
American Mercury.....	23	5,222
The Mentor.....	11	4,605
Munsey Combination.....	20	4,480
Newsstand Group.....	19	4,333
The Rotarian.....	9	4,075
American Forests & Forest Life.....	10	4,074
Asia.....	9	4,068
Forest & Stream.....	9	3,969
National Republic.....	9	3,818
Nature Magazine.....	9	3,770
Bookman.....	12	2,576
The Scholastic (1 Dec. is.)	5	2,292
St. Nicholas.....	5	2,038
Current History.....	9	1,951
Street & Smith Combination	8	1,792
Blue Book.....	6	1,372

## WOMEN'S MAGAZINES

Vogue (2 issues).....	133	84,005
Harper's Bazaar.....	100	67,437
Ladies' Home Journal.....	97	65,836
Good Housekeeping.....	93	39,921
Woman's Home Companion	46	31,182
McCall's.....	36	24,730
Delineator.....	35	23,900
Pictorial Review.....	30	20,686
True Story.....	36	15,408
Photoplay.....	33	14,023
Holland's.....	18	13,257
Farmer's Wife.....	19	12,589
People's Popular Monthly..	16	11,141
Modern Priscilla.....	14	9,690
Smart Set.....	21	9,001
The Parents' Magazine.....	19	8,324
Household Magazine.....	10	7,336
Woman's World.....	9	5,914
Needlecraft.....	8	5,741
American Girl.....	13	5,468
Fashionable Dress.....	7	4,582
People's Home Journal....	9	3,934
Junior Home Magazine....	5	3,602
Child Life.....	8	3,586
Messenger of Sacred Heart	9	2,041
John Martin's Book, The Child's Magazine.....	4	1,666

## CANADIAN MAGAZINES (December Issues)

Mayfair.....	99	62,502
MacLean's (2 issues).....	70	48,697

ages Lines  
 14 6,069  
 14 6,006  
 14 5,827  
 14 5,740  
 13 5,642  
 13 5,593  
 12 5,303  
 8 5,280  
 12 5,227  
 13 5,222  
 1 4,605  
 10 4,480  
 9 4,313  
 9 4,075

0 4,074  
 9 4,068  
 9 3,969  
 9 3,818  
 9 3,770  
 2 2,576  
 2 2,292  
 2 2,038  
 1,951  
 1,792  
 1,372

ES 84,005  
 67,437  
 65,836  
 39,921  
 31,182  
 24,730  
 23,900  
 20,686  
 15,408  
 14,023  
 13,257  
 12,589  
 11,141  
 9,690  
 9,001  
 8,324  
 7,336  
 5,914  
 5,741  
 5,468  
 4,582  
 3,934  
 3,602  
 3,586  
 2,041  
 1,666

62,502  
 48,697

## *The things no advertising agency can honorably do*

**Y**OUNG people, ambitious for a real place in life, are frequently found eager to engage in advertising work.

On every hand, one hears them saying earnestly, "Advertising is such a—clean—business."

A clean business essentially it is. And yet, advertising that skillfully skirts the border dividing right from wrong—advertising that technically ob-

serves the common decencies and practically evades them—such, we think, can never be clean business or clean advertising.

Those who join the select list of the Roche agency's accounts feel pleased to find themselves in company of which they need not be ashamed.

They feel pleased to see the Roche agency under no necessity of dealing with any other kind of advertiser.

# Roche

## ADVERTISING COMPANY

*The Twenty-Sixth Floor of the Straus Building*

CHICAGO

New York

Buffalo

	Pages	Lines
Can. Homes & Gardens...	71	44,969
Western Home Monthly..	53	36,855
Canadian Home Journal..	47	32,977
The Chatelaine.....	28	19,634
Rod & Gun in Canada....	20	8,500

**DECEMBER WEEKLIES**

December 1-7	Pages	Lines
Saturday Evening Post..	168	114,339
New Yorker.....	124	53,131
Collier's.....	38	26,060
Literary Digest.....	48	22,115
American Weekly.....	8	14,706
Time.....	34	14,474
Life.....	31	13,126
Liberty.....	30	12,711
The Nation.....	19	7,600
(Book Section Included)		
Business Week.....	16	7,062
Christian Herald.....	8	5,366
Judge.....	10	4,146
Churchman.....	8	3,272
New Republic.....	4	1,817
Outlook.....	3	1,308

December 8-14	Pages	Lines
Saturday Evening Post..	121	82,086
New Yorker.....	97	41,585
Collier's.....	33	22,193
Time.....	48	20,552
American Weekly.....	10	19,737
Literary Digest.....	27	12,376
Liberty.....	27	11,673
Business Week.....	23	9,752
The Nation.....	13	5,100
Christian Herald.....	6	3,931
Life.....	9	3,712
Churchman.....	8	3,461
Judge.....	6	2,699
Outlook.....	5	2,233
New Republic.....	4	1,740

December 15-21	Pages	Lines
Saturday Evening Post..	43	29,350
New Yorker.....	52	22,234
Time.....	50	21,619
American Weekly.....	9	17,701
Collier's.....	17	11,624
Literary Digest.....	24	10,767
Business Week.....	18	7,520
Liberty.....	14	6,186
New Republic (Book Section Included).....	14	5,873
Churchman.....	8	3,527
Life.....	8	3,494
The Nation.....	9	3,400
Judge.....	6	2,459
Christian Herald.....	3	2,344
Outlook.....	4	1,977

December 22-28	Pages	Lines
Saturday Evening Post..	35	23,758
New Yorker.....	33	14,114
Collier's.....	14	9,524

	Pages	Lines
Time.....	20	8,554
Literary Digest.....	13	5,714
Business Week.....	10	4,489
American Weekly.....	2	4,370
Christian Herald.....	6	4,206
Liberty.....	9	3,987
The Nation.....	6	2,500
Life.....	6	2,369
Churchman.....	5	2,304
Judge.....	5	2,002
Outlook.....	4	1,905
New Republic.....	4	1,523

December 29-31	Pages	Lines
Time.....	21	8,981
American Weekly.....	1	2,100

Totals for December	Pages	Lines
Saturday Evening Post..	367	249,533
New Yorker.....	306	131,064
Time.....	173	74,180
Collier's.....	102	69,401
American Weekly.....	30	58,614
Literary Digest.....	112	50,972
Liberty.....	80	34,557
Business Week.....	67	28,823
Life.....	54	22,701
The Nation.....	47	18,600
Christian Herald.....	23	15,847
Churchman.....	29	12,564
Judge.....	27	11,306
New Republic.....	26	10,953
Outlook.....	16	7,423

**RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS**

	Pages	Lines
1. The Spur (2 issues)....	129	86,915
2. Vogue (2 issues).....	133	84,005
3. Town & Country (2 is.)	113	75,915
4. Harper's Bazaar.....	100	67,437
5. Ladies' Home Journal..	97	65,836
6. Mayfair (Dec.).....	99	62,502
7. House & Garden.....	96	60,773
8. Country Life.....	81	54,721
9. MacLean's (2 Dec. is.)	70	48,697
10. Nation's Business....	107	45,977
11. Can. Ho. & Gar. (Dec.)	71	44,969
12. Arts & Decoration....	67	44,688
13. Forbes (2 Dec. is.)...	90	41,096
14. Good Housekeeping....	93	39,921
15. West. Home Mo. (Dec.)	53	36,855
16. The Sportsman.....	57	36,308
17. Vanity Fair.....	57	36,045
18. Can. Ho. Jour. (Dec.)	47	32,977
19. House Beautiful.....	50	31,837
20. Popular Mechanics....	142	31,808
21. Woman's Home Comp..	46	31,182
22. Review of Reviews....	71	30,459
23. American Home.....	42	26,544
24. McCall's.....	36	24,730
25. Delineator.....	35	23,900

Lines  
8,554  
5,714  
4,489  
4,370  
4,206  
3,987  
2,500  
2,369  
2,304  
2,002  
1,905  
1,523  
Lines  
8,981  
2,100  
Lines  
249,533  
131,064  
74,180  
69,401  
58,614  
50,972  
34,557  
28,823  
22,701  
18,600  
15,847  
12,564  
11,306  
10,953  
7,423  
ERTIS-  
ST.  
Lines  
86,915  
84,005  
75,915  
67,437  
65,836  
62,502  
60,773  
54,721  
48,697  
45,977  
44,969  
44,688  
41,096  
39,921  
36,855  
36,308  
36,045  
32,977  
31,837  
31,808  
31,182  
30,459  
26,544  
24,730  
23,900

# Stamps

contribute nothing  
to advertising returns

THE stamp on your mailing piece is a ticket sold to transport your message. It costs money—especially when it is multiplied by thousands of units. This stamp money contributes nothing to advertising returns.

Anything that cuts your stamp bill will mean more dollars for printed pieces. Warren's Thintext does that—gives you the maximum in square inches of paper background with minimum weight and bulk.

Thintext is light. It has unusual strength—yet it is only  $\frac{1}{2}$  as heavy as ordinary coated stock. Halftones and text gain new effectiveness and beauty on its smooth, velvety surface. Weight is banished, saving mailing costs . . . yet clean-cut, sharp reading qualities are preserved.

Thintext does not involve the difficulties sometimes encountered in printing and binding thin papers. Thintext takes color excellently, binds well, folds smoothly, lies flat, and is sufficiently opaque so that printing on the front will not make printing on the back hard to read.

The whole story is in our booklet, "The Warren Standard." It shows you many samples of the fine results others have achieved with Thintext. It is an instruction book for your printer as well. Show it to him. It's free. Please send for it. S. D. Warren Company, 101 Milk St., Boston, Mass.

## WARREN'S THINTEXT

## FOUR-YEAR RECORD OF JANUARY ADVERTISING

	1930 Lines	1929 Lines	1928 Lines	1927 Lines	Total Lines
Town & Country (2 issues).....	75,915	74,458	63,620	69,968	283,961
House & Garden.....	60,773	60,912	65,185	60,161	267,031
Country Life.....	54,721	55,210	51,704	59,682	221,317
MacLean's (2 Dec. issues).....	48,697	48,443	51,317	50,116	198,573
Arts & Decoration.....	44,688	44,184	42,210	41,286	172,368
Forbes (2 Dec. issues).....	41,096	42,778	32,661	36,091	152,626
Vanity Fair.....	36,045	36,376	37,568	42,425	152,414
Nation's Business.....	*45,977	*39,803	*29,828	32,139	147,747
Popular Mechanics.....	31,808	35,840	36,512	36,372	140,532
House Beautiful.....	31,837	35,103	32,735	37,493	137,168
Review of Reviews.....	†30,459	†36,863	15,855	21,758	104,935
World's Work.....	†20,671	†40,104	16,211	24,454	101,440
Popular Science Monthly.....	22,540	26,470	23,990	27,814	100,814
American Home.....	26,544	26,096	19,028	22,286	93,954
American.....	22,605	17,962	21,452	31,063	93,082
Physical Culture.....	17,644	22,125	18,520	25,776	84,065
International Studio.....	22,704	21,056	19,833	19,430	83,023
Cosmopolitan.....	18,972	18,681	18,449	23,787	79,889
Harper's Magazine.....	16,492	18,844	19,796	21,588	76,720
Atlantic Monthly.....	14,095	14,967	15,671	18,300	63,033
Redbook.....	12,883	14,205	16,438	19,194	62,720
Better Homes & Gardens...	14,739	14,711	14,033	13,007	56,490
Science & Invention.....	12,417	15,795	13,799	13,997	56,008
Motion Picture.....	15,889	13,982	13,167	12,573	55,611
Theatre.....	13,492	13,430	14,148	11,613	52,683
Scribner's.....	10,216	12,383	14,026	13,900	50,525
True Romances.....	11,278	11,742	12,099	13,627	48,746
Field & Stream.....	10,582	11,297	10,674	14,249	46,802
American Boy.....	†8,969	10,985	9,947	13,090	42,991
Forum.....	†14,157	†13,702	6,048	6,563	40,470
Boys' Life.....	8,076	8,262	9,180	12,970	38,488
Sunset.....	6,885	6,240	7,346	11,523	31,994
Scientific American.....	*6,069	*5,611	*8,379	10,733	30,897
National Sportsman.....	7,121	8,308	8,215	6,838	30,377
Outdoor Life & Recreation..	5,227	7,316	8,103	8,489	29,135
Munsey Combination.....	4,480	3,584	3,510	3,954	15,528
St. Nicholas.....	2,038	1,502	2,469	3,646	9,655

\*Smaller Page Size.

†Larger Page Size.

‡Youth's Companion combined with American Boy.

## WOMEN'S MAGAZINES

Vogue (2 issues).....	84,005	93,608	91,819	94,925	364,357
Harper's Bazaar.....	67,437	59,805	61,915	61,863	251,020
Ladies' Home Journal.....	65,836	53,661	58,959	70,212	248,668
Good Housekeeping.....	39,921	40,290	31,850	39,246	151,307
Woman's Home Companion	31,182	27,188	27,766	31,590	117,726
Pictorial Review.....	20,686	24,396	29,765	29,702	104,549
McCall's.....	24,730	24,607	25,416	22,946	97,699
Delineator.....	23,900	20,371	25,408	22,539	92,218
True Story.....	15,408	18,558	16,192	17,576	67,734
Photoplay.....	14,023	14,564	13,388	15,111	57,086
People's Popular Monthly..	11,141	12,326	11,937	11,677	47,081
Modern Priscilla.....	9,690	10,285	9,736	12,070	41,781
Woman's World.....	5,914	8,065	9,857	9,846	33,682
Household Magazine.....	*7,336	8,769	8,753	8,535	33,393
People's Home Journal.....	3,934	4,793	5,291	7,729	21,747
American Girl.....	5,468	5,357	4,591	5,704	21,120
Needlecraft.....	5,741	5,011	4,930	4,732	20,414

\*Smaller Page Size.

436,352 431,654 437,575 466,003 1,771,584

## WEEKLIES (4 December Issues)

Saturday Evening Post....	249,533	\$268,030	\$270,746	263,900	1,052,209
New Yorker.....	131,064	\$144,627	\$125,369	103,244	504,304
Liberty.....	*34,557	\$78,060	\$89,768	88,868	291,253
Literary Digest.....	\$0,972	\$62,750	\$57,613	62,011	233,346
Collier's.....	69,401	\$57,980	\$53,181	39,464	220,026
American Weekly.....	\$58,614	\$63,485	\$7,019	34,266	183,384
Time.....	\$74,180	\$50,762	\$7,920	25,100	177,962
Life.....	22,701	\$7,456	\$29,728	\$27,899	107,784
Christian Herald.....	15,847	\$15,610	\$16,254	18,510	66,221
Outlook.....	7,423	11,442	11,036	\$15,578	45,479

\*Smaller Page Size.

†Five Issues.	714,292	780,202	708,634	678,840	2,881,968
Grand Totals .....	1,999,445	2,101,186	1,949,935	2,056,798	8,107,366



# 416 articles by AGENCY EXECUTIVES

In the short period of four years 416 articles written by advertising agency executives covering every phase of agency practice, appeared in the Printers' Ink Publications. 191 of these appeared during 1929.

The policy of constantly bringing out new contributors—new viewpoints and practices—as well as the tried observations of "old timers" is what makes the Printers' Ink Publications so readable and well balanced.

Among agency contributors in 1929 were John Benson, E. E. Calkins, A. W. Erickson, Paul E. Faust, F. R. Feland, H. S. Gardner, H. B. LeQuatte, Theodore F. MacManus, Mac Martin, George P. Metzger, Frank Presbrey, Frank J. Reynolds, F. J. Ross, Raymond Rubicam, H. L. Staples, Robert Tinsman, M. L. Wilson, etc., etc.\*

Because the Printers' Ink Publications show a keen editorial appreciation of the subjects which are of special interest to advertising agency executives, Printers' Ink and Printers' Ink Monthly now enjoy the largest readership among agency men in their history.

## Printers' Ink Publications

\*A complete list of agency contributors is now being compiled.

Total  
Lines  
283,961  
267,011  
221,317  
198,572  
172,360  
152,620  
152,414  
147,747  
140,532  
137,160  
104,933  
101,440  
100,814  
93,954  
93,082  
84,065  
83,023  
79,888  
76,720  
63,012  
62,720  
56,490  
56,000  
55,611  
52,683  
50,525  
48,746  
46,802  
42,992  
40,470  
38,488  
31,994  
30,897  
30,377  
29,135  
15,520  
9,655

3,453,812

364,357  
251,020  
248,668  
151,307  
117,726  
104,540  
97,699  
92,210  
67,734  
57,080  
47,081  
41,781  
33,682  
33,395  
21,747  
21,120  
20,414

1,771,586

052,209  
504,304  
291,253  
233,346  
220,026  
183,384  
177,962  
107,784  
66,271  
45,479

881,960  
107,360

## The Little Schoolmaster's Classroom

THE Great Atlantic & Pacific Tea Company is not noted for a policy of liberality in furnishing the press with information. In fact, the Schoolmaster has an idea that it is an easier matter to interview an official of the house of Morgan than one of the executives of the A. & P.

However that may be, it seems rather generally accepted that the gross sales of this chain for 1929 passed the \$1,000,000,000 mark for the first time and to the tune of \$100,000,000 or more. This remarkable achievement brought back to the Schoolmaster's mind certain facts concerning the origin and early growth of the A. & P. which may be of timely interest to the Class.

George H. Hartford, who died in 1917, was the dynamic spirit who launched this tremendous enterprise. And the launching was somewhat of an accident. It happened this way: In 1857, Mr. Hartford became associated with George F. Gilman, who was in the leather and hide business. Two years later, tea was added on a wholesale basis as a side line. Why tea should have been added to hides and leather is something the Schoolmaster cannot explain and which posterity may never know unless the present policy of secrecy is some day changed.

At any rate, the side line showed surprising vigor and in five years the tail wagged the dog so energetically that leather and hides were dropped and the Great American Tea Company came into existence. That was in 1864. The next year, the business branched out into mail-order selling of tea on a wide scale. It then occurred to Mr. Hartford to open a chain of retail stores in New York and Brooklyn. In order to prevent confusion with the wholesale tea end of the business, the chain of stores was called The Great Atlantic and Pacific Tea Company.

One more bit of history comes

back to the Schoolmaster. In the early days, Mr. Hartford leaned quite heavily toward private brands. Somewhere around 1912, however, he showed a growing disposition to permit his stores to stock advertised brands. Today, the chain is being advertised in national periodicals and elsewhere as a group of stores where women will find merchandise made familiar to them by the manufacturers' national advertising.

\* \* \*

In view of recent events in the financial and commercial world, it is interesting to observe a renewed tendency to loose handling of the words "value" and "price." We are all familiar with the practice of the cut-rate operator in tagging his goods with the legend: "Value \$2.50—Our Price 98c," but if asked to state just why we feel amused at this reckless bandying of figures, we should probably find ourselves in difficulties when it came to defining the question involved.

Everybody has a vague idea of what is meant by "value" and what by "price," but probably the most experienced business man would find himself stumped if compelled to give off-hand definitions that would be even reasonably intelligible, say, to members of his own family.

In this connection the Schoolmaster has not seen anything better in the way of a rough and ready but serviceable definition of the two terms than that credited to John Hancock, of Lehman Brothers. "Value," he says, "represents the amount of money a commodity *should* command, whereas price is the amount of money it *does* command."

There is something worth sticking in your hatband, to produce in case of argument. Value is always relative and is dependent upon innumerable intangible factors. It grows out of conditions and is not susceptible to manipulation, while

and  
sing  
said

Two hun  
facturer  
question  
ered the  
promoti  
sales let  
first.

And  
halt-pow  
them m

The  
"This is  
it with  
Text Ill  
do not  
a circul  
letter s  
that lo  
should.  
surface  
process



and every  
single one  
said:

# "LETTERS"

Two hundred and eighty-five manufacturers using direct mail were questioned as to what they considered the most valuable form of promotion. Every single one used sales letters and placed sales letters first.

And letters can now have the half-power of pictures to make them more effective.

The sales letter can now say, "This is the new model" and show it with pictures if you use Two-Text Illustrated Letter Paper. You do not make your letters look like a circular. Not a bit of it! For the letter side is a fine bond surface that looks and feels as a letter should. Inside is a smooth coated surface suited to the finest color process and halftone printing.

The same color plates which have been used in the magazines may be used again in direct mail matter.

Adopt Two-Text for your sales letters and for answering inquiries and you have the advantage of keeping letter, pictures, printed description all together for immediate action or ready reference.

Often—very often—they will close a sale before slow-traveling pieces arrive.

Write for the Handbook containing samples of many successful letters and sample sheets of Two-Text. Standard Paper Manufacturing Company, Richmond, Va.

**TWO-TEXT**  
ILLUSTRATED LETTER PAPER

BOND, for the LETTER SIDE — COATED, for the ILLUSTRATED SIDE

## EXPORT AND SALES EXECUTIVE AVAILABLE

Seven years' experience as branch manager of export house. Thoroughly familiar with export trade both in U. S. A. and abroad. Now located in Chicago, but willing to go elsewhere. Reason for changing connection will be given.

Prefer place in foreign department of manufacturer not necessarily as manager, but at least one requiring executive ability. Capable of and agreeable to handling additional sales other than those pertaining to export department.

Age 30, married, university graduate. Salary heretofore \$8,000. Can supply A1 credentials, both business and personal.

### Address

"G," Box 286, Printers' Ink



## Proof...

*that pleasant business  
building letters pay—*

Mr. Judd, President of Huhn Mfg. Co., of New York, wrote "Your letter series brought orders and inquiries later turned into orders amounting to \$11,250 in six weeks."

\$28,172 worth of goods were bought in 22 new hardware store accounts thru a Boreland direct mail campaign directed to a list of 654 names.

If your sales are less than they ought to be . . . If you are puzzled over your sales problems . . . whether you run a little store or the biggest factory in town . . . I can help you.

Full details of a plan will be submitted to executives only—Write to J. Franklin Boreland, 1776 Broadway, New York City—Creator of Direct Mail Advertising.

price is set by the hand of man. A drink of water, worth nothing in cities, might be worth a thousand dollars to a man in a desert. The price would be determined by the negotiation between the seller and the buyer.

\* \* \*

The Schoolmaster has before him a statement prepared by the Westinghouse company for distribution to the trade in connection with the electrical refrigerator which it plans to introduce shortly. This statement is concerned with retail display rooms. It begins by declaring that present-day retail display rooms in which electric refrigerators are shown are too formal. There has been too much elegance, correctness, formality, "the exact opposite of the atmosphere of the customer's home."

Westinghouse believes "this to be an incorrect method of lessening sales resistance." It concentrated on the problem of making the customer feel at home in the dealer's display room without sacrificing beauty and harmony of appointments. As a result, it developed a standardized display room. This display room "has a tangible, homey atmosphere." The atmosphere of this setting "is a mixture of the best points of the American Colonial and French Provincial periods. Beauty and simplicity are subtly combined to give an atmosphere of comfort and relaxation. Whether the customers are rich or only in moderate circumstances, they will feel at home in the Westinghouse refrigerator display room. The instinctive antagonism of discomfort, either mental or physical, will thus have been obviated at the outset."

The standardized setting includes a maple butterfly table and, surrounding the table are three chairs. "One is a low, wide, upholstered wing arm chair, where the lady, of course, will be seated. Almost invariably she will sink into it with a little sigh of comfort." It is also important to note that the "wallpaper is of Colonial design and through its subtle inconspicuousness, provides a background for the entire picture."

# An Exceptional Layout Man Is Needed



One who can combine the various elements of a trade paper advertisement into a pleasing page of outstanding artistic merit—

One who knows the value of careful study of the component parts, striking simplicity and wisely-used white space—

One who has keen merchandising sense as well as the ability to design an attractive page—

One who has a good working knowledge of typography and thorough familiarity with all of the branches of engraving—

In other words, a first class, all-round layout man with enough years of experience behind him to maintain the high layout standard set by a large industrial advertiser—

Preference will be given to the man who can also do finished art work on semi-mechanical subjects.

Located within a night's ride of the East. Please give us complete information about your experience and capabilities, an idea of your salary requirements, and enclose a few samples of your work. Your reply will be kept in strict confidence.

Address "Q," Box 143, Printers' Ink

## Agency Merger

Merging of agencies is the order of the day. We are a small, recognized agency with certain outstanding advantages, located in New York City. We would consider joining with another agency having qualifications supplementing our own; or by other connections expanding our business. Address "L," Box 288, Printers' Ink.

## Job Wanted

### SALES • ADVERTISING MERCHANDISING

Young executive of 36, with 20 years' uncommon experience in many lines, especially in large retail, mail order and chain store organizations.

Likable, dynamic personality; able diplomat; trained business general. Forceful speaker, writer, organizer; excellent salesman. Intimate knowledge of entire country. More interested in good future than starting salary. Gentle. Write or wire Box S-303, Printers' Ink, Chicago Office.

But this is not all. Not only is the display room designed to place Mrs. Customer in a buying frame of mind, but "Mr. Customer, too, will like the display room and will sink comfortably into his arm chair, which will be placed conveniently near the table. There will be no mechanical difficulties placed in the way of signing on the dotted line."

Perhaps because his selling experiences hark back to those days when psychology was considered strictly a classroom subject, the Schoolmaster has never been visibly swayed by the new-day school of psychological selling. When he sees such an industrial giant, however, as the Westinghouse company—an organization with which one associates such things as immense turbines and the like—pave the way for its new electrical refrigerator with applied psychology of the subtlest sort, he confesses to an inclination to weaken.

\* \* \*

A few weeks ago a friend of the Schoolmaster received an announcement from his local Chrysler dealer. This dealer was making energetic efforts to capture one of the prizes being offered by the Chrysler factory as part of a dealer contest. The prizes were based on certain sales quotas and, to help achieve his quota, this distributor was offering brand new Chrysler and Plymouth automobiles at a discount.

The Schoolmaster asked the Chrysler Sales Corporation at Detroit whether this price-cutting program was encouraged by the factory. R. M. Rowland, director of advertising, replied as follows:

"You are quite right in assuming that it is not customary to offer new automobiles at a discount in the manner employed by the Chrysler-Plymouth distributor to whom you refer. His announcement is an unanticipated result of a contest which we staged nationally, in which we offered various prizes among which were several trips to Bermuda.

"Our idea back of the national sales contest was to stimulate selling activity on the part of our

dealers of the show a contest quite taining is conce of the a mention strenuous currence This boundar ways li when a business ing com facturer even m ing a c the dea controll own sal dealer formula the lik running tioned

A cle apology has bee ter's at Class. jeweler cago, is pearls. are the page e a line particu Any a happen job all But co not let without which Include slip of ing me

A ing p it wa lets y Th shoul last is co W editio woul

not only  
igned to  
buying  
customer,  
om and  
his arm  
con-  
There  
difficulties  
ning on

ing ex-  
se days  
sidered  
ect, the  
en vis-  
school  
hen he  
t, how-  
company  
ch one  
mense  
he way  
erator  
of the  
an in-

end of  
an an-  
Chrys-  
mak-  
re one  
by the  
of a  
were  
s and,  
is dis-  
new  
otomo-

the  
at De-  
g pro-  
e fac-  
rector  
lows:  
assum-  
y to  
count  
y the  
or to  
unce-  
lt of  
tion-  
rious  
veral  
ional  
sell-  
our

dealers and salesmen at a period of the year when sales ordinarily show a decided falling off. The contest is now over and has been quite successful as far as maintaining a good volume of business is concerned. We do not approve of the action of the distributor you mention and, of course, have taken strenuous action to prevent its recurrence."

This tendency to overstep the boundaries of sane selling is always likely to come into evidence when a special drive for additional business is made. It occurs during contests held among a manufacturer's sales force and it is even more likely to develop during a dealer contest, inasmuch as the dealer force is not so closely controlled as is the manufacturer's own sales force. Those who plan dealer contests would do well to formulate plans which will lessen the likelihood of the contestants running amuck in their well-intentioned efforts to capture a prize.

\* \* \*

A clever way of putting over an apology for an error in printing has been called to the Schoolmaster's attention by a member of the Class. Warren Piper & Company, jewelers, of New York and Chicago, issued a booklet recently on pearls. It was entitled, "But there are three kinds of pearls." On page eight the printer transposed a line which made reading in that particular section a little difficult. Any advertiser hates to have this happen because it means doing the job all over or letting it "ride." But conscientious advertisers will not let things "ride"—at least not without some sort of explanation, which is what the Piper firm did. Included in the booklet was a small slip of paper containing the following message:

*My*

*sincere apologies*

A sad mistake occurred in printing page eight of this brochure, and it was not discovered until the booklets were ready to mail.

The top line of type on that page should have been set next to the last line on the page. The result is confusion.

We offered to reprint the entire edition of booklets, but Mr. Piper would not permit us to take such

have

## YOUNG & RUBICAM

one more desk for a real copywriter? He is versatile...and experienced...and convincing. He also has the imagination they would demand.

He is twenty-four, a college graduate, and a Christian. He was trained, in an agency, by two of the smartest men in the business; he is now Ass't Advertising Manager for one of the country's largest manufacturers.

He is too proud to pry his feet into "a85" with a letter from their friends. But he would like to talk with them, for he'd rather work with Young & Rubicam at ten dollars a week than anywhere else at a hundred.

Will Young & Rubicam gamble a half hour on him?

"F", Box 142

## An Unusual Opportunity

for

3

unusual salesmen

one for New York

one for Boston

one for Philadelphia

Successful, progressive manufacturer of advertising displays in the silk-screen process, is looking for three unusual salesmen who are selling this type of product, or lithography.

Only men who have been earning at least \$5,000 yearly—but who feel that they should earn \$10,000 or more will be considered.

We have developed a manufacturing process which not only enables us to produce the highest type of displays, but to easily beat competitive prices.

Write fully. Replies will be held strictly confidential.

Address "M," Box 140, Printers' Ink



## ADVERTISING MANAGER AVAILABLE

**Qualifications:** Thorough knowledge of Advertising Mechanics, Sales Promotion, Merchandising, Dealer Helps, Direct-by-Mail. Have trained and directed a force of 25 salesmen. Executive of ability who can work in harmony with others.

**Experience:** Held responsible positions with three National and International Companies and headed New York Advertising Agency.

**Personal:** 36, Christian, college man, married. Protestant.

**Address "H," Box 285, Printers' Ink**

## ADVERTISING REPRESENTATIVE

New York City service agency, specializing in high class direct mail and business paper accounts, has opening for experienced man whose record proves he can obtain and handle accounts of this nature, and who would at least be partially self-supporting from the start.

Good future; drawing account and commission. Address "C," Box 281, Printers' Ink.

## PUBLICITY

INDIVIDUAL, BUSINESS  
ORGANIZATIONS

Phone WISconsin 9144

**JOHN A. MORAN**

and Associates

140 WEST 42nd ST. NEW YORK

## ART DIRECTOR

**COMPREHENSIVES  
VISUALS • ROUGHS**

**PRODUCTION  
MANAGEMENT**

**SAMPLES**

**ADDRESS "B" BOX 119, P. I.**

a loss because he says the hand-picked audience to whom he addresses his remarks is the most intelligent group in Chicago, and will readily understand the human equation involved in handling a line of type or two.

May I express my regrets to you, his reader, and the hope that your own good humor will equal that of the author?

JAMES T. WATSON,  
his printer.

Of course, after reading that the Schoolmaster turned to the page on which the mistake occurred and read all around it. Before he got through he had finished the booklet and knew a great deal more about pearls than he had ever known before. After finishing the booklet the Schoolmaster wonders whether this little mistake and the apology for it weren't instrumental in getting many more people to read it from cover to cover.

Anyway, the apology from the printer was a great idea. It is passed along to the Class. Maybe some friends have so suffered and the suggestion will be of assistance.

## Death of C. P. Taft

Charles Phelps Taft, owner and publisher of the Cincinnati *Times-Star*, died recently at that city. Mr. Taft, who was eighty-six years old, was a half-brother of William Howard Taft, former president of the United States. Mr. Taft was also for many years one of the owners of the Cincinnati *Volkblatt*, a German daily. At first interested in law, Mr. Taft entered the publishing field in 1879, when he purchased the controlling interest in the Cincinnati *Times*, becoming its editor and publisher. In 1880 he bought the Cincinnati *Star* and merged it with the *Times*.

## Armstrong Electric to Richardson, Alley and Richards

The Armstrong Electric and Manufacturing Corporation, Huntington, West Va., manufacturer of electric ranges, electric table specialties and hardware, has appointed the Richardson, Alley and Richards Company, New York advertising agency, to direct its advertising account.

## Made Vice-President, Thomas F. Clark Company

Ben A. Pincus has been elected vice-president of the Thomas F. Clark Company, Inc., publishers' representative. For the last three years he has been Western manager of the Clark company. Previously he had been with the McCutcheon-Gerson Service, Chicago.



## Chamberlain Medicine

### Advances J. W. McPherrin

John W. McPherrin, for the last five years director of sales and advertising of the Chamberlain Medicine Company, Des Moines, Iowa, has been appointed a director and vice-president in charge of sales and advertising of that company. Before joining the Chamberlain organization he was engaged in special sales and merchandising work for Erwin, Wasey & Company, advertising agency. Prior to that he was with the Chicago and Cincinnati offices of the J. Walter Thompson Company.

### William McDonnell with "Sportsman Pilot"

William McDonnell, formerly with Aviation, the *Engineering News-Record* and *Construction Methods*, all McGraw-Hill publications, as circulation manager, has joined the *Sportsman Pilot*, New York, as circulation manager. He was, at one time, with the Leslie-Judge Company, New York.

### Mattress Account to Procter & Collier

The Stearns & Foster Company, Cincinnati, manufacturer of mattresses, cotton batting, etc., has appointed the Procter & Collier Company, advertising agency of that city, to direct its advertising account. Newspapers and direct mail will be used.

### Appoints J. Walter Thompson

The West India Oil Company, subsidiary of the Standard Oil Company of New Jersey, has placed the advertising of its gasoline in the Argentine with the Buenos Aires office of the J. Walter Thompson Company.

### Appoints Gale & Pietsch

The Fyr-Fyter Company, Dayton, Ohio, manufacturer of fire extinguishers, has appointed Gale & Pietsch, Inc., advertising agency of Chicago and New York, to direct an advertising campaign in farm publications.

## Writing for Real Money

This book by Edward Mott Woolley gives his intimate experience as freelance advertising writer. Names and prices. Tells of small jobs to \$1000 fees writing narrative and fictionized advertising for booklets and display. 144 pages. \$1.50 postpaid.

Also his **FREE-LANCING FOR FORTY MAGAZINES**, autobiography of his writing experience. 320 pages. \$2.50 postpaid. Ask for folders on both books.

**E. M. WOOLLEY ASSOCIATES**

Passaic Park

New Jersey

## EXECUTIVE

who has been particularly successful in organizing two different Canadian factories for American accessory manufacturers is now available. Can furnish unquestionable evidence of ability to build from the ground up. Correspondence of any nature solicited.

Address "D," Box 283

Printers' Ink

## Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers — National, State and Local — Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each by refund of



**ROSS-Gould Co.** 244 N. 10th St. St. Louis

## Multigraph Ribbons Re-inked

**Our** *SAFETY*

Send 2 Ribbons to be Re-inked at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

**W. Scott Ingram, Inc.**

Dept. B. 67 West Broadway, New York City

## "GIBBONS knows CANADA"

J. I. GIBBONS Limited, Advertising Agents

Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.

New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**FACSIMILE** typewritten copies of Letters, Forms, Cards, etc., 100 copies, \$1.50; 500 copies, \$2.50. Samples on request. Carol & Co., 132 Nassau St. Telephone Beckman 8279.

### MAGAZINE

now unprofitable will be taken over on percentage basis or other arrangement. Write fully and in confidence. Box 351, Printers' Ink.

**FOR SALE**—Complete Multigraph equipment. Excellent condition. New eight months ago. Reasonable price. Reply to Box 388, P. I.

**PUBLISHER'S REPRESENTATIVES** having experience and successful record in trade journal field may secure representation on commission basis of two established and vigorous business papers. Write, giving information as to territory covered to Box 379, Printers' Ink.

**WANTED**—a high grade eastern trade publication to represent in the Chicago district. An exclusive representative of a reputable trade publication seeks one other high grade journal. Organized to handle editorial matter. Office established 3 years covering Illinois and adjoining states. Box 353, P. I. Chicago Office.

## JUST THE TERRITORY YOU WANT MAY BE OPEN

on a nationally-known line of food products that offers a real opportunity to the right man or distributing organization. Give full particulars and financial responsibility in first letter. Address Room 2301, 230 No. Michigan Ave., Chicago, Ill.

### HELP WANTED

**EDITORIAL ASSISTANT**—New York Trade Publication has opening for intelligent, ambitious young man with some experience. Write giving complete details. Box 383, Printers' Ink.

**Assistant to Adv. Manager** of mail order house in Boston. Young man, single, gentle, capable writer, grounded in fundamentals of copy, layouts, direct mail advertising. Will be trained to do manager's work as soon as possible. Give full details: education, experience, age, salary desired. Samples indispensable. Box 358, P. I.

**CIRCULATION MAN** with metropolitan daily newspaper; between 35 and 45; capable of directing a staff; must have forceful personality and initiative, sales promotion ability and successful record; thorough knowledge of newspaper circulation essential; exceptional opportunity for high-grade man. Box 384, P. I.

**ARTIST WANTED**—We can offer a permanent position to a competent artist who has had experience with both direct mail and publication layouts. Must be fast, accurate and able to execute in art his layout with the exception of retouching or figures. Must have the ability to visualize and sketch figure suggestions where needed. To this man we offer a real opportunity. Location, Central Indiana, Engravers and Artists. Box 370, P. I.

### POSITIONS WANTED

**YOUNG MAN**—23, University graduate, 2 years' advertising production and sales promotion experience—desires connection with agency or national advertiser. Box 361, Printers' Ink.

**SALESMAN WHO CAN SELL**—Commission against drawing account or salary and commission. State full particulars. Present location Detroit. Box 382, Printers' Ink.

**ARTIST**—25, proficient layouts, lettering designs and figures desires permanent position in N. Y. C. 6 years' experience agency and trade papers. Production knowledge. Moderate salary. Box 356, P. I.

**Sales-Creator**—age 33, 12 years' exp. Managed copy desks, agencies, newspaper, printer & publicity for mfr. 4 yrs. asst. adv. mgr. large corp. Now asst. adv. & bus. mgr. nat'l magazine. Box 352, P. I.

### ARTIST

First class photo-retoucher desires connection in New England city. Now employed by high grade New York studio. Box 373, Printers' Ink.

### PERSONAL SERVICE

Two advertising men, long experience, offer you personal advertising service. Periodical, trade and direct mail. Samples. Reasonable. Box 369, P. I.

### ADVERTISING MANAGER PUBLICITY WRITER

10 years' experience, agency manufacturer; invaluable to right party; seeks new connection. Box 390, P. I.

## ART DIRECTOR

Fourteen years' business and agency experience. Capable visualizer and production man. Box 387, Printers' Ink.

**Industrial Advertising Man**—skilled in copy, layout, type, art direction and engraving, experienced department manager. N. Y. C. or Pittsburgh location preferred. Box 389, Printers' Ink.

**A Junior Executive and Copywriter**, who writes powerful, productive copy, and who is capable of responsibility, is seeking a better position. He is 25, a Pennsylvania graduate, a Christian, and is earning \$3,600 a year. He is agency trained, but is now with an advertiser. Do you need an intelligent copywriter? Or advertising manager. Box 376, P. I.

**COPYWRITER**—Young woman with distinctive copy style, experienced in fashions, cosmetics, desires position with small agency doing copy and contact work. Box 368, Printers' Ink.

**Public Relations**, publicity director, brilliant woman; national, international contacts; was Chamber Commerce executive; excellent saleswoman; resourceful; wants man-sized job. Box 374, Printers' Ink.

**Copywriter**—23, college graduate. Experience with agency and promotion department leading group textile-apparel publications. Immediately available at moderate starting salary. Box 372, Printers' Ink.

**SECRETARY**—Copy, Layout—Thoroughly competent secretary-stenographer, 26, well educated, desires secretarial position where opportunity to do copywriting and layout work is offered. Box 375, P. I.

**Asst. Adv. Mgr.**—Young man. Direct mail, chain store experience. Now in agency space buying dept. Wants to go with manufacturer as assistant in charge copy, layouts, contracts. Box 377, P. I.

**PUBLISHERS' REPRESENTATIVE**  
Experienced selling space in national general magazine, New York territory, as well as executive experience manufacturing, selling, advertising. Box 378, P. I.

**ADVERTISING REPRESENTATIVE**  
located in New York, seeks connection with class or trade publisher desiring personal experience and productive representation in the East. Box 363, P. I.

## VISUALIZER—ART DIRECTOR

A high-grade man is available to agency or printer; New Yorker; go anywhere. See, Box 364, P. I.

**Young Man**—University graduate, well rounded education, with 2½ years' research and sales promotion experience desires connection with possibilities, capable, conscientious. Salary secondary. Box 371, Printers' Ink.

**A YOUNG MAN** of culture and integrity seeks a high-grade selling position where a wide acquaintance with national advertisers, N. Y. agencies and Fifth Avenue advertisers would prove valuable. Box 385, Printers' Ink.

**ADVERTISING SOLICITOR**—Age 27, 4 years' experience Western territory on two national magazines desires immediate connection with reputable magazine or publishers' representative—East or West. Box 386, Printers' Ink.

**Young Copy and Layout Man**—idea specialist, knows advertising; successful newspaper experience managing, writing, selling copy. B. J. Univ. of Mo., I. C. S. trained. Seeks agency or organization position. Box 354, Printers' Ink.

## SALES EXECUTIVE AND SALES ORGANIZATION

Intact, composed of thirty genuine producers—possessing a successful record in the household utility field covering a three year period is available immediately to a financially responsible firm. Organization covers Greater Metropolitan Districts of New York and Philadelphia. Full details in explanation of this budget reducing offer furnished by the sales executive. Box 355, Printers' Ink.

**A Commercial Photographer** (free lance) specializing in stills and merchandise is open for a few more accounts who can appreciate unusual photographic effects and a personal service. Handles air brush retouching. Box 357, P. I.

**Young Man** with brains, initiative, and an insatiable desire to learn, seeks progressive position with growing agency. Three years' successful advertising experience. Now employed. Complete particulars by return mail at your request. Box 359, P. I.

**COPY WRITER** who is splendid layout man; national, mail order, direct mail; outstanding experience with largest accounts; accustomed to handling difficult problems without supervision or direction; New Yorker; go anywhere. Box 363, Printers' Ink.

**Are You a Busy Executive** seeking an efficient, competent secretary—one who has been rigidly drilled in business technicalities, can handle correspondence independently, assume responsibilities and relieve your mind of minor details. Box 381, Printers' Ink.

## A MAN OF "LETTERS"

**YOUNG MODERN ARTIST** with six years' general agency experience, who has made a specialty of lettering, would like to connect with a progressive organization where skill and ability are essential. Box 367, P. I.

**ADVERTISING MAN** desires permanent connection with progressive and fully recognized agency. 27, college grad., selling and merchandising background. Production manager smaller agency; six months research with one of largest agencies; copy, contact and media selection experience. Box 366, Printers' Ink.

**SALES MANAGER**—now employed, would like to hear from concerns requiring a man to supervise one of their district offices. Thoroughly familiar with the distribution of products through either dealer or jobber organizations or direct to the consumer. Capable of building, training and holding a sales organization which will get results. Thirty-one years of age; married; college education; ten years' experience. Convincing references. Now located in New Jersey. Box 380, P. I.

## MEDICAL PRODUCTS

Physician, expert in handling medical accounts, prepares effective advertising literature and furnishes high-class technical and pictorial art. Will show portfolio containing samples of work done for many leading firms. Recognized as a writer on health and food subjects. Work on a fee basis with or without the cooperation of the agency. Box 360, P. I.

## HOUSE ORGAN EDITOR PROMOTION MAN

Expertly trained by national publication famous for circulation achievements, also able copy writer, circulation man, and correspondent. Old enough to be experienced but young enough to have ideas and adjust himself to your needs. University man. Box 362, Printers' Ink.

# Table of Contents

<b>Mr. Calkins Looks Back Twenty-five Years at Advertising</b> EARNEST ELMO CALKINS, President, Calkins & Holden, Inc.....	3
<b>Eliminating the Medical Quack from Radio Advertising.....</b>	10
<b>How Wasted Man Power Is Being Eliminated by One Industry</b> JOHN K. HILDEBRAND.....	17
<b>Verbs Speed Headlines</b> F. S. SCHENCK.....	25
<b>The Salesman and His Financial Worries</b> A. H. DEUTE, General Manager, The Billings & Spencer Company.....	33
<b>New Year Resolutions of a Reflective Advertiser</b> TUBAL KANE .....	41
<b>Yes, Copy Is Too Professional, But Why?</b> ED. WOLFF, Treasurer, Hughes, Wolff & Company, Inc.....	49
<b>Industry as an Art</b> BERNARD DAVIS, President, La France Textile Industries.....	57
<b>Are Department Stores Over-Organized?</b> By a New England Sales Manager.....	68
<b>The Copy Writer Considers the Princess Silhouette</b> PHYLLIS V. KEYES, of the Frank Presbrey Company.....	80
<b>Locating Side-Line Outlets for a Specialty</b> W. D. McELHINNY, Vice-President, Copeland Sales Company.....	92
<b>No Time for Small-Talk!</b> ARTHUR H. LITTLE.....	101
<b>Compiling the Report of a Market Survey</b> AESOP GLIM .....	110
<b>The Value of a Big City Address to a Mail-Order House.....</b>	120
<b>We Quit Asking Our Salesmen for Advertising Ideas</b> D. C. MINER, Advertising Manager, Keasby & Mattison Company.....	126
<b>We Made Three Years' Progress in One with Advertising</b> H. E. STONE, Manager, Photo-optical Dept., E. Leitz, Inc. (Importer)....	133
<b>Industrial Trade-Marks Can Be Artistic</b> W. LIVINGSTON LARNED.....	140
<b>What Groucho Says.....</b>	148
<b>What Store Buyers Want in Your Business-Paper Copy</b> FRANKLIN M. WATTS, Buyer, The Geo. Innes Company.....	173
<b>The Scope of Sales Conventions.....</b>	185
<b>Editorials .....</b>	190
Advertising Reduces the Allowance—Back to the Horse?—A Business Revolution in Eight Years—The High Cost of Saturation Points.	
<b>Summary of Magazine Advertising for January.....</b>	197
<b>Four-Year Record of January Advertising.....</b>	202
<b>The Little Schoolmaster's Classroom.....</b>	204

# WANTED—

By Every Advertiser

*“Competent business counsel of broad scope from thoroughly experienced and financially interested agency principals.”*

*“Copy that always tells the consumer story which the advertiser has lived into his product, but perhaps has never been able to express.”*

*“Agency integrity and competency which the advertiser can trust as he does his own most trusted officials.”*

*—quoted from  
this agency's  
confidential  
manual of  
written and  
oral practice*



**Carroll Dean Murphy, Inc.**  
CHICAGO

*A general advertising agency in which owner-principals render selected advertisers a thoroughly professional service.*

Carroll D. Murphy, Pres. & Treas.  
Myron T. Harshaw, V. Pres.  
Walter W. Hoops, V. Pres.  
Frank R. Schwengel, V. Pres.

31st Floor  
Pure Oil Bldg.  
35 East  
Wacker Drive



## **1930 NEEDS WEDGE SALES CAMPAIGNS**

This is a selling year. Resistance is greater; buyers scarcer. Hard-scrabble markets must be deserted and the plow turned to furrowing fertile ground. Newspaper advertising in rich key areas holds out opportunity for high sales in condensed markets. Here, the Chicago Tribune leads the pack. In Tribune Town, it of-

fers the tremendous purchasing power of 12,000,000 people. And in its own columns, reaching on Sunday 76% of the families in Chicago, 50% of those in the other 124 key centers, and 44% of all the families in Tribune Town, it furnishes the means to mass sales in a close-knit market. Concentrate in the Tribune in 1930!

# **Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER